



THE PICTURE
EVERY WOMAN
WILL WANT
SOME MAN TO SEE!
KAY FRANCIS
in
GIVE ME
YOUR HEART

with
GEORGE BRENT

ROLAND YOUNG

PATRIC KNOWLES

HENRY STEPHENSON

FRIEDA INESCORT

A Warner Bros. Picture

A Cosmopolitan Production

Directed by ARCHIE L. MAYO

Warner Bros.
CAMPAIGN PLAN

A REASONABLY PRICED HERALD

Printed one side only *and the saving passed on to you!* Plenty of room for the balance of your program and theatre imprint on the reverse side. By confining copy to one side we save 50c per thousand which we deduct from your cost! The unrestricted space on the reverse side is being used to practical advantage by many showmen for the whole week's program.

1M to 4M
\$3.00 per M
5M and over
\$2.75 per M

**KAY AT THE PEAK OF HER POWER AS AN ACTRESS...
AND GEORGE AT THE TOP OF HIS FORM AS A LOVER**

Bring you the most honest and fear-
less drama of love between man and
woman... between mother and child
... that the talking screen has ever
dared present!

KAY

Francis in GIVE ME YOUR HEART

with **GEORGE BRENT** and
ROLAND YOUNG • PATRIC KNOWLES
HENRY STEPHENSON • FRIEDA INESCORT

Directed by **ARCHIE L. MAYO**
A **Cosmopolitan** Production

RELEASED BY
WARNER BROS.
PRODUCTIONS CORP. AND
THE VITAPHONE CORP.

THREE COLOR COMBINATION
SMART LAYOUT AND ART WORK
BEAUTIFUL LITHOGRAPHY

SIZE 9" x 12"
A GREAT FLASH
A SENSIBLE BUY

DETAILS OF PRODUCTION

OFFICIAL BILLING

Below is the official billing for "Give Me Your Heart." It is important that this be followed without change or variation.

Warner Bros. Pictures, Inc.	25%
present	
KAY FRANCIS	100%
in	
"GIVE ME YOUR HEART"	100%
with	
GEORGE BRENT	85%
and	
Roland Young	75%
Patric Knowles	75%
Henry Stephenson	75%
Frieda Inescort	75%
Directed by Archie L. Mayo	40%
A Cosmopolitan Picture (* Note)	20%
Released by Warner Bros. Productions Corp. and the Vitaphone Corp.	5%
(* Note) This credit must appear in the same trade mark lettering as used on the cover of Cosmopolitan Magazine.	

CAST OF CHARACTERS

Belinda Warren	Kay Francis
Jim Baker	George Brent
Tubbs Barrow	Roland Young
Robert Melford	Patric Knowles
Edward, Lord Farrington	Henry Stephenson
Rosamond Melford	Frieda Inescort
Dr. Florence Cudahy	Helen Flint
Oliver	Halliwell Hobbes
Esther Warren	Zeffie Tilbury
Alice Dodd	Elsbeth Dudgeon

PRODUCTION STAFF

Director	Archie L. Mayo
Screen play by	Casey Robinson
From the play by	Jay Mallory
Photography by	Sidney Hickox, A.S.C.
Film Editor	James Gibbons
Art Directors	Max Parker and C. M. Novi
Gowns by	Orry-Kelly
Musical Director	Leo F. Forbstein

LENGTH	8092 FEET
RUNNING TIME	88 MINUTES

THE STORY

Belinda Warren (*Kay Francis*), just returned home to England from years in Italy, and Robert Melford (*Patric Knowles*), son of a British lord, are carrying on a secret romance. Melford is married, his wife Rosamond (*Frieda Inescort*), being a semi-invalid. Knowing this, "Tubbs" Barrow (*Roland Young*), a genial playwright and novelist, friend of the Melfords and also of Linda, tries to intervene.

When he finds out that Linda loves Bob despite her knowledge that Bob loves his semi-invalid wife, he can see no way out.

Linda goes to Italy to consult her father but does not have a chance to do so because her father succumbs to a sudden heart attack. Returning to England, nearly penniless and forced to live on the bounty of a stiff, unfriendly aunt, Esther Warren (*Zeffie Tilbury*), she reveals to the sympathetic Tubbs that she is to have a child.

Tubbs manages things so that Linda agrees to give up the child to the invalid Rosamond, who has longed for children but cannot have any of her own. So Melford and Rosamond take the child as their own, and Linda, heartbroken, departs for America.

Enroute she meets Jim Baker (*George Brent*), a wealthy young American business man. He falls in love with her, and finally marries her on her own terms, for she cannot promise to love him, and

she will not reveal the story of her past. She tries to be a good wife to him, but her nerves are perpetually unstrung, and her only refuge is in a gay social life.

Tubbs finally makes an excuse to look her up. He sees things are not going well, and that she and Jim are at the breaking point. Plotting their lives as he would a novel, he succeeds in bringing them unexpectedly together with Melford and Rosamond, who have come to America with him. At first Jim and Rosamond do not suspect what strange tension and excitement is gripping the others in the scene.

Then Rosamond, noting Linda's resemblance to her child, whom she now loves and regards as a son, realizes this woman is its mother. So she tells Linda privately she knows this. The two women, instinctively hating each other at first, suddenly find understanding and a strange sort of friendship. Rosamond leads Linda up to their hotel room to see "their" son, little Edward.

Linda, convinced of Rosamond's love for the child, has all her worries lifted from her shoulders, and is at last free to give her love to Jim as a reward for his unfailing devotion, his unquestioning acceptance of her past mystery and reserves.

She also has come to really love him.

(Special Accessory Dept. Announcement)



SPECIAL BARGAIN ON BLOCK PAPER FOR SHOWMEN WHO BOOK 'CHARGE OF THE LIGHT BRIGADE'

Here are the special prices which will be in effect for this big picture. Tear this out and keep it on your desk. When you book "LIGHT BRIGADE" you will want to take advantage of this special buy.

24-SHEETS	1 to 5	\$2.00 ea.
	6 to 15	1.75 ea.
	16 & over	1.50 ea.
6-SHEETS	1 to 5	75c
	6 to 10	70c
	11 to 20	65c
	21 to 50	55c
	51 & over	50c
3-SHEETS	1 to 10	40c
	11 to 25	36c
	26 to 50	32c
	51 & over	28c
2-SHEETS	1 to 10	30c
	11 to 25	26c
	26 to 50	22c
	51 & over	18c
1-SHEETS	1 to 10	15c
	11 to 25	13c
	26 to 50	11c
	51 & over	9c

Watch for these advance tips concerning Warner Bros.' new Advertising Accessories Policy

"Give me your heart"

ACCESSORIES

WARNER BROS. PICTURES, INC. Present

Kay Francis IN Give me your heart



with
GEORGE BRENT
ROLAND YOUNG · PATRIC KNOWLES
HENRY STEPHENSON · FRIEDA INESCORT

Directed by Archie L. Mayo
A Cosmopolitan Picture
RELEASED BY WARNER BROS. PICTURES CORP. AND VITAPHONE CORP.

24 SHEET

DESCRIPTION: Star's name in magenta. Title in black. Background in white with illustration in full color.



INSERT CARD

PRICES			
1-SHEETS		INSERT CARDS	
1 to 49	15c each	1 to 24	25c each
50 to 99	13c each	25 to 49	22c each
100 and over	11c each	50 to 99	20c each
		100 and over	18c each
3-SHEETS		JUMBO HERALDS	
1 to 24	40c each	1M to 4M	\$3.00 per M
25 and over	36c each	5M and over	2.75 per M
6-SHEETS		LOBBY DISPLAYS	
1 to 9	75c each	11 x 14 Photos (8 in set—colored)	75c a set
10 to 19	70c each	22 x 28 Photos (2 in set—colored)	80c a set
20 and over	65c each	Slides	15c each
24-SHEETS		Stills	10c each
Up to 24	\$2.00 each		
25 and over	1.75 each		
WINDOW CARDS			
1 to 49	7c each		
50 to 99	6c each		
100 and over	5½ each		

(These prices apply to the U. S. only)



WINDOW CARD



1-SHEET



SLIDE



3-SHEET



6-SHEET



COLORFUL 11" x 14" LOBBY ENLARGEMENTS

Beautiful 4-color shots of scenes from the picture for use in your lobby — advance and current. Complete set of eight illustrated.



(ABOVE) 22 x 28's (BELOW)



THE PICTURE EVERY WOMAN WILL WANT SOME MAN TO SEE

If you know of anything more important than the female of the species in the world's scheme of things, then you can dispute our action in awarding this new Kay Francis picture runaway honors as the outstanding photoplay of the month. See it and you will know why woman critics unite in calling it the greatest picture of its kind since "Stella Dallas"—even greater, perhaps, because of its modern viewpoint and open honesty in considering a love problem women in the day of "Stella Dallas" kept padlocked in their hearts. The role of a mother, caught in the turmoil of a love so desperate that she must break another woman's heart or her own, is valiantly performed by

KAY FRANCIS
IN
"GIVE ME YOUR HEART"

From a Noted Stage Play... With
GEORGE BRENT
Roland Young • Patric Knowles
Henry Stephenson • Frieda Inescort
Directed by Archie L. Mayo • A Cosmopolitan Production

Only to a world of advancing social ideas would the screen dare present so fearlessly candid a drama. And only for a public whose tastes have been keyed to a higher entertainment level could Warner Bros. have included it in that remarkable succession of new-season pictures which has already given us "The Green Pastures" and "Anthony Adverse." A happy movie season is indeed in store for us with assurance from trustworthy sources that Warner Bros. have issued confidential orders that the same standard of excellence be adhered to in the production of Marion Davies and Clark Gable's "Cain and Mabel"; "Charge of the Light Brigade," with Errol Flynn and Olivia de Havilland; Lloyd C. Douglas' celebrated best-seller, "Green Light," and other forthcoming pictures.

NATIONAL FAN AD BLOW-UP

The same ad that millions of readers saw in the national fan magazines is available as a 40" x 60" blow-up. In two colors—red and black . . . and only 50c each. Ask to see it at your Exchange.

"Give me your heart"

EXPLOITATION

Five Usable Fashion Stunts

Kay Francis is considered Hollywood's best dressed actress. Take advantage of this important selling angle and try to work as many fashion slants as you can.

FASHION SHOW ON STAGE



Stores are announcing their new fall fashions, so why not co-operate with one or more of the larger stores and stage a parade of fashions behind your footlights? Store should be willing to stand cost of models dressed in their latest designs. And in return for credits you give on your screen and in lobby announcing show, they should devote some of their newspaper ads to plugging Francis and film.

BEST DRESSED WOMAN CONTEST

Kay Francis has been selected as the "screen's best dressed actress" so many times that her claim to the distinction is hardly questioned.

A search for the local best-dressed woman should make an interesting contest. Try to get your local paper to co-operate with you by running advance stories and photos of Kay. Wind up with pictures of winner taken on your stage. Of course prizes will include clothes and guest ducats.

PHOTOS OF WELL-DRESSED WOMEN

Have a roving photog take pictures of women in shopping district. You might be able to borrow one of those movie cameras with a still attachment that take walking pictures. After snapping a pic, he hands out a card telling 'em to go to your lobby and see if they have been chosen as one of the best dressed women in the city. Displayed in lobby is a large easel board with card reading "HERE ARE ROCHESTER'S BEST DRESSED WOMEN! ARE YOU AMONG THEM?" Folks identifying themselves from photos mounted on board are invited to be your guest at showing of film.

CUT-OUTS FOR MODEL DISPLAY

Use some life-size cutouts of Kay as models for frocks in dress shop windows.

CONTEST FOR AMATEUR FASHION EXPERTS

Your local paper may be willing to help you sell the fashion angle in this film. One way would be to run a contest appealing to all women who are amateur fashion experts. Have the folks pick what they think is the most attractive costume for Kay Francis, using the ads in the co-operating paper to choose from. Paper should go for this because it gets 'em reading the ads.

Free Taxi Rides



Arrange with the taxi company to carry signs across their radiator or in some prominent spot OUTSIDE their cab . . . a WEEK ahead of your playdate and ON THE OPENING DAY. The signs to read: FREE TAXI RIDE to see KAY FRANCIS in "GIVE ME YOUR HEART" at the (the-

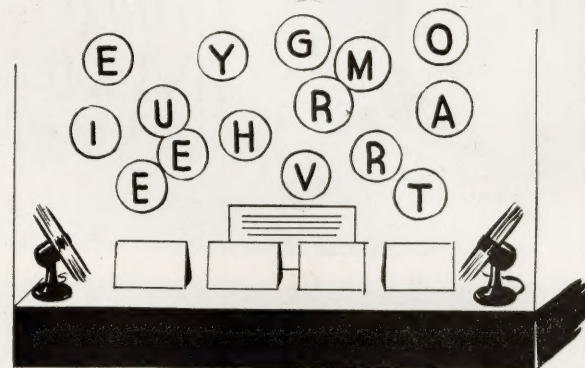
atre) if it rains between 7 and 8 P.M. (opening day and date).

Nine times out of ten it will not rain . . . But if it does rain, there will be only a few take advantage of the ride, for which you pay the company . . . a cheap price for the flash week's bally.

Say It With Flowers

A smart display of flowers in your lobby should get them down to your theatre. Arrange exhibit or contest with the co-operation of your leading florist. Might tie the local newspaper in for some extra publicity. Florists should be able to use title of picture as subject for window displays or newspaper ads. One angle might be "When You Desire To Say GIVE ME YOUR HEART, Say It With Flowers!"

Balloons In Window



Arrange for a GOOD window at a busy intersection . . . Dress the window with stills from the picture . . . but be careful to make the scenes rather vague, covering up all mention of title. Blow up a large quantity of colored balloons, and letter each balloon with a different letter from the title . . . "GIVE ME YOUR HEART" . . . Near the floor, on each side of the window, place two electric fans, well screened, so as to blow the balloons back and forth . . . You should use at least fifty or sixty balloons, and more if you have a large window . . . A neat card explains that anyone guessing the title the balloons carry, may step into the store and fill out a blank which will be furnished them free . . . leaving their name and address . . . Offer tickets and other prizes for the proper solutions.

Playing Card Stunt



Offer FREE admission to the first 25 couples . . . (must be man and woman couples) to arrive at your theatre between certain hours on your opening night and present the ACE of HEARTS at the box office . . . You can head the announcement of the stunt: "Give Me

Your Heart" . . . BE THE FIRST AT THIS THEATRE BETWEEN (HOURS) ON (DATE) AND PRESENT THE CASHIER WITH AN ACE OF HEARTS . . . FREE ADMISSION TO THE FIRST 25 COUPLES PRESENTING THE PLAYING CARD.

Tie-Up With Bike Shops



Bike stores, sports shops, department stores, etc., should give you a break with this still for window and counter displays. They might even be persuaded to go for a newspaper ad. Order Still SA3—10c, from the Campaign Editor, 321 West 44th St., N.Y.C.

"Give me your heart"

EXPLOITATION

"Matching the Hearts" Stunt



Order Mat No. 106—10c

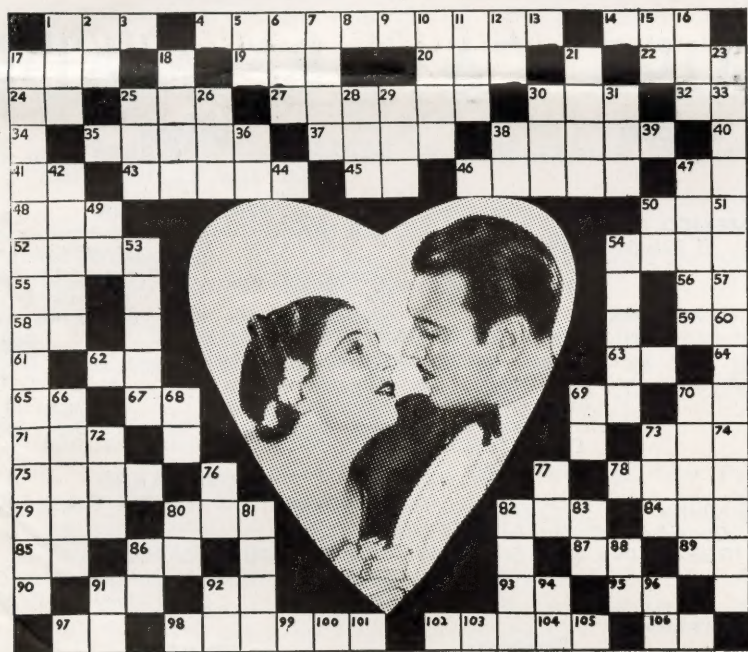
Here is a stunt that will attract attention and is a direct tie-up with the picture and theatre as well. We illustrate the folding heart cards herewith. This mat is available for your use. . . . Your printer can cast it and print the cards for you RED on white. . . . You can have the designated hole punched and tie in pieces of red cord or string . . .

In the mortised space, have your printer set in a number. . . . That is, each pair of hearts have two numbers . . . as per illustration. . . . Have your printer make several duplicate pairs . . . the rest you give out have no duplicates.

The copy on the reverse side of the pair of hearts will explain the stunt to the public.

The object is to get people to wear these little heart cards on their lapels or dresses and when one person meets another who has a corresponding number, they say: "Give Me Your Heart." . . . Each tears their heart cards apart and they make the exchange, so that in case the numbers should be 10 and 11, as in illustration, one person would get two 11's and the other two 10's. . . . They both would present the two matched hearts at the box office of your theatre and obtain free admission.

X-Word Puzzle For Newspapers



ACROSS:

1. White metal
3. Letter before O
4. Female star, (11th letter)
5. First letter
6. Letter before Z
7. Letter after E
8. Letter before S
9. Alpha
13. Letter before T
14. Feline
17. Took possession of
18. Letter after S
19. Belonging to that girl
20. Consume
21. Letter before S
22. Canine
24. Not out
25. Part of to be
27. Sensitive
30. Legume
32. Mixed type
34. Roman five
35. Place of conflict
37. Garden reptile
38. To rent for a period
40. Letter after U
41. Printer's measure
43. Kind of pine tree
45. Doctor, abbrev.
46. Canadian national tree
47. Myself
48. To cut grass
50. Abbreviation of Thomas
52. Level
54. Bottom of shoe
55. Old form of you
56. Yes
57. Letter before Z

DOWN:

58. Correlative of either
59. Royal Order
61. Letter before V
62. That man
63. Half an em
64. Letter before V
65. Rhode Island
67. Road
69. Inside
70. Comparative ending
71. Jump like a toad
73. College hurrah
75. Female sheep
76. Letter after F
77. Second letter
78. Extreme dislike
79. Abbreviation of Aaron
80. Also
82. A meadow
84. Beverage
85. Royal Navy
86. Negative
87. Toward
89. Railroad
90. Letter after S
91. Italian river
92. Third note
93. Roman six
95. Right angle
97. Mother
98. Male star (7th letter)
99. Letter after Q
100. Seventh letter
101. Fifth letter
102. Letter before C
103. Letter after Q
104. Letter after M
105. Letter before U
106. Belonging to me

DOWN:

1. 2000 lbs.
2. Neuter pronoun
5. Exclamation
6. Still
7. Worry
10. Want
11. Automobile
12. Indian Territory
15. Public notice
16. Crest
17. Title of film, 4 words
18. Large woody plant
21. Not imaginary
23. Title of film, 4 words
25. Part of a circle
26. The finish
28. Lower the head
29. Daughter of American Rev.
30. Vim
31. Mother of Peer Gynt
36. Scoriations lava
38. Louisiana
42. One who moves
47. Kind of tooth, grinder
49. You and I
50. Toward
53. At no time
54. Number before eight
66. Native of Iowa
68. Perform
69. Neuter pronoun
70. One who eats
72. By
73. Rodent
76. Depart
77. Exist
80. Preposition
81. Buckeye State
82. Adoration
83. Ancient Troy
86. Negative
88. Either
91. Father, colloquial
92. Myself
94. Inner
96. Part of to be



Puzzle and solution available on Mat No. 205—20c.

RENT YOUR DISPLAYS

Your complete requirements in lobby and front material can be filled under this rental arrangement. Displays are shipped to your theatre sufficiently ahead of playdates to allow for advance selling.

Order from

AMERICAN DISPLAY CO., Inc.
525 West 43rd Street New York City



40 x 80
SHADOWBOX



40 x 60
ART DISPLAY



30 x 40
ART
DISPLAY



24 x 60 BANNER

LIFE-SIZE STANDEE



\$6.50
each

Hand-colored, photographic standees, illustrated, are mounted and easel-backed.

Order from
AMERICAN DISPLAY CO., Inc.
525 West 43rd St.
New York City

"Give me your heart"

EXPLOITATION

THE BIG STUDIO STYLES TIE-UP



"Studio Styles" is going on a campaign spree exploiting the gorgeous gown worn by Kay Francis in this film, illustrated at left. Here's what they'll do for you.

1. Provide 30 x 40 still blow-ups for cooperating store windows.
2. Newspaper ad mats, illustrating the dress.
3. Publicity stories for cooperating stores to send to papers.
4. Glossy 8 x 10 stills for newspaper illustration.
5. Scene stills for store windows.

The list of stores that will cooperate with you are shown below. In the event that your local department store is not on this list, contact Studio Styles and they will try to arrange the tie-up for you.

For further information, write

ARTHUR J. SANVILLE
STUDIO STYLES, Inc.

530 SEVENTH AVE.

NEW YORK CITY

WHERE "STUDIO STYLES" TIE-UPS CAN BE MADE

ALABAMA

Birmingham Burger-Phillips Co.
Mobile L. Hammel Dry Goods Co.
Montgomery Al Levy's, Inc.

ARIZONA

Tucson Levy's
Phoenix Korrick's Dry Goods Co.

ARKANSAS

Little Rock The M. M. Cohn Co.

CALIFORNIA

Sacramento Bon Marche
Hollywood Harry Cooper, Ltd.
Fresno E. Gottschalk & Co., Inc.
Los Angeles J. J. Haggerty Stores, Inc.
Berkeley J. H. Hink & Son
San Francisco Joseph Magnin Co.
Stockton O'Farrell
San Diego The Marston Co.
Stockton The Wonder, Inc.

CONNECTICUT

New Haven The Edw. Malley Co.

COLORADO

Denver Denver Dry Goods Co.

DISTRICT OF COLUMBIA

Washington Julius Garfinckel & Co.

FLORIDA

St. Petersburg Belle & Co.
Orlando Dickson-Ives Co.
West Palm Beach Kerman's, Inc.
Tampa Ernest Mass, Inc., 509 Tampa St.

GEORGIA

Atlanta
D. Goldring, c/o Geo. Muse Clothing Co.
Columbus Kayser & Lilienthal, Inc.
Savannah
Morris Levy, 10 E. Broughton St.
Athens Michael Bros., Inc.

HAWAII

Honolulu Moore's
Hilo E. M. Holmes, Ltd.

ILLINOIS

Chicago
Baer Bros., Inc., 172 N. Michigan Ave.
Danville Parisian
Decatur Field's
Springfield John Bressmer Co.
Oak Park Howard, Inc., 1053 Lake St.
Rock Island McCabe's Dry Goods Co.
Moline McCabe's Dry Goods Co.

IOWA

Davenport McCabe's Dry Goods Co.
Mason City Damon's, Inc.
Sioux City Fishgall's
Cedar Rapids M. J. Frankel & Co.
Dubuque Roshek Bros. Co.
Fort Dodge Gates Dry Goods Co.
Des Moines Wolf's, Inc.

INDIANA

Indianapolis Wm. H. Block Co.
South Bend Frances Shop
Anderson G. W. Gates
Gary Hudson's
Evansville Rose Miller, 327 S.E. 2nd St.
Lafayette Loeb & Hene Co.

KENTUCKY

Louisville Byck Bros. & Co.

KANSAS

Hutchinson Peques-Wright Dry Goods Co.
Wichita Walker Bros.
Topeka Peletier Co.

LOUISIANA

Shreveport Goldrings, 417 Milan St.
New Orleans
Goldrings, c/o Godchaux's Clo. Co.
Monroe Masur Bros.

MASSACHUSETTS

Boston Coleman's Fashion Shop, Inc.
Worcester Ulman's

MAINE

Portland J. E. Palmer & Co.

MICHIGAN

Jackson Elaine Shop, Inc.
Kalamazoo Gown Shop
Ann Arbor Wm. Goodyear Co.
Grand Rapids
Gown Shop, 4 Jefferson Ave.
Saginaw Margo, 127 S. Washington
Port Huron
Reedy Apparel Shoppe, 216 Huron Ave.
Detroit Rusco, Inc., c/o Russeks, Inc., 1448 Woodward Ave.
Lansing Seamon Co., Inc.
Battle Creek Seaman's, Inc.

MARYLAND

Salisbury Benjamin's
Baltimore Hochschild Kohn & Co.

MISSISSIPPI

Jackson Field's, Inc.
Greenville Nelmns & Blum Co.
Vicksburg Style Shop

MONTANA

Helena Fligelman's N. Y. Dry Goods Co.
Missoula Missoula Mercantile Co.
Great Falls Paris Dry Goods Co.

MINNESOTA

Duluth George A. Gray Co.
St. Paul Husch Bros.
Virginia Sapero Bros.
Hibbing Sapero Bros.
Minneapolis
Jackson Graves, 904 Nicollet Ave.

MISSOURI

St. Louis Sonnenfeld's

MEXICO CITY

Box 26 El Palacio De Hierro Co.

NEW YORK

Schenectady H. S. Barney Co.
Buffalo L. L. Berger, Inc.
New York Baer Bros., Inc., 394 5th Av.
Lake George Belle & Co.
Albany Cotrell & Leonard
Bronxville Chez Marie
Rochester Malley's
Binghamton
The Morton Co., 37 Court St.
Brooklyn Oppenheim Collins & Co.
Lake George (Diamond Pt.) Belle & Co.

NEBRASKA

Omaha Herzberg's
Lincoln Ben Simon & Son

NORTH CAROLINA

Charlotte J. B. Ivey & Co.
Mt. Airy Mrs. Jackson's, Inc.
Raleigh Taylor Furnishing Co.

NEW JERSEY

East Orange
Larose Dress Shop, 600 Main St.
Paterson Meyer Levine & Co.
Montclair Marion-Irene, Inc.

NEW MEXICO

Roswell Price & Co.

OHIO

Canton Stern & Mann Co.
Akron M. O'Neil
Dayton Donenfeld's, Inc.
Columbus The Fashion Co.
Zanesville Emma Ferrel Shop
Cleveland
D. Goldring, c/o R. B. Baker & Co.
Euclid at 9th St.
Cleveland The May Co.
Toledo
New Idea Shop, 514 Jefferson Ave.
Cincinnati H. & S. Paque Co.
Springfield Springfield Fashion Co.

OKLAHOMA

Enid Hersberg's
Tulsa Renard's
Oklahoma City Caplin's
Muskegee B. E. Spivy Co., Inc.

OREGON

Portland Meier & Frank Co.

PENNSYLVANIA

Wilkes Barre Mrs. Mollie Abrahamson,
32 W. South St.
Germantown George Allen, Inc.
Harrisburg Bowman & Co.
Scranton Beverly, 418 Lackawanna Ave.
York Belle's
Pittsburgh Joseph Horne & Co.
Allentown H. Leh & Co.
Braddock Sachs Bros.
New Kensington Silverman's Dept. Store

RHODE ISLAND

Providence The Shepard Co.

SOUTH CAROLINA

Spartanburg The August W. Smith Co.
Greenville Ivey Keith Co.

TENNESSEE

Memphis Phil M. Halle & Son
Knoxville
Kayser & Strasbueger (Hall's)
Nashville Rich Schwart & Joseph
Chattanooga Miller Bros. Co.

TEXAS

San Antonio Wolff & Marx Co.
El Paso Popular Dry Goods Co.
Galveston Nathan's, 2217 Post Office St.
Austin E. M. Scarbrough & Sons Co.
Houston Levy Bros. Dry Goods Co.
Waco Goldstein & Migel
Fort Worth
Goldring, c/o Volk Bros.,
1810 Elm St.
Dallas Goldring, c/o Berry-Burk Co.
Abilene Minter Dry Goods Co.

UTAH

Salt Lake City Makoff-Classic Shop

VIRGINIA

Roanoke Samuel Spiegel, Inc.
Richmond
D. Goldring, c/o Berry-Burk & Co.

WASHINGTON

Spokane Alexander's
Tacoma Lou Johnson, 915 Broadway

WISCONSIN

Milwaukee Hixon's-Schroeder Hotel
Racine Murray-Held Co.
Madison Waldenberg's, Inc.

WEST VIRGINIA

Charlestown Betty's, Inc.
Clarksburg Parsons Souders Co.

PUBLICITY

In this press book your publicity campaign comes to you in a new form—the way your editor is used to seeing his copy—and for your convenience placed on perforated pages ready to be torn out, filled in on your own typewriter, and sent to the paper. Let us know how you like it, and if you find publicity material set up like this is more easily planted with your papers.

Your Publicity Campaign Starts Right Here

(Lead-off Story)

CHARMING KAY FRANCIS
COMING TO STRAND IN
"GIVE ME YOUR HEART"

"Give Me Your Heart," a poignant screen drama based on the famous stage play by Jay Mallory, "Sweet Aloes," has been booked as the feature attraction at the Theatre beginning next, with glamorous Kay Francis in the stellar role.

The picture, a Cosmopolitan production released by Warner Bros., which is said to give Miss Francis the finest dramatic opportunity of her career, presents her as an ultra modern young Englishwoman who seeks happiness in glorious surroundings in London, New York and Italy.

The plot is daring, the situations novel in the extreme, but most striking of all is the treatment which is frank and brilliant, but clean and in good taste.

The unusually talented cast supporting Miss Francis, includes George Brent, Roland Young, Patric Knowles, Henry Stephenson, Frieda Inescort, Helen Flint, Halliwell Hobbes, Zeffie Tilbury and Elspeth Dudgeon.

Miss Francis has the role of a motherless English girl who has been brought up by her father, a scientist living in Italy. Returning to London for a visit, she meets a young British nobleman whose wife is a semi-invalid, and the two fall desperately in love.

Roland Young, who plays the part of an English play-right and a warm friend of both families, discovers that the girl is going to have a child. Hoping to help both families he tells the young nobleman's father, who is longing for an heir, which he knows his son's wife can not give him.

They persuade Kay to give up her child at birth, pointing out that the child shall eventually inherit the title.

Kay sails for America, and on the boat meets an American business man, a part played by George Brent, whom she marries. The girl being constantly driven by nervous tension, tries to find relief by plunging into the mad social world.

Young hunts her up in America and finds that she and her husband are on the breaking point. The young nobleman and his wife, with "their" son happens to be in America at the time, so the playwright secretly arranges a meeting.

The tension is terrific, but the nobleman's wife finally guesses that the other woman is the mother of "her" son. In a climax fraught with the greatest intensity, she and the other girl finally come to an understanding and matters are smoothed out.

Patric Knowles plays the role of the young nobleman, Henry Stephenson that of his father and Frieda Inescort is the invalid wife. Halliwell Hobbes is Kay's father, Zeffie Tilbury her aunt and Helen Flint, her American doctor with whom the playwright falls in love.

The picture was directed by Archie L. Mayo from the screen play by Casey Robinson.

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Follow With Advance Reader About the Star

ARTIST DECLARES
KAY FRANCIS HAS
PERFECT SMILE

The Hollywood star who has the most beautiful smile is Kay Francis, according to Albert Colfs, celebrated miniature painter, attached to the Belgian Court.

Colfs, on a visit to Hollywood, met Miss Francis for the first time during the filming of the Cosmopolitan production, "Give Me Your Heart," which comes to the theatre on as a Warner Bros. release. He declared she was the star he particularly wished to meet.

According to Colfs, Miss Francis has the perfect face for miniature paintings, as it is so clear cut and cameo like in profile.

The miniaturist, who toured all the Hollywood studios and also met many beauties not connected with the movies, is compiling a perfect face portrait. Miss Francis' smile will figure in it. Other players were selected for such components as perfect brows, cheek lines, eyes, nose and so on.

The completed miniature will become the property of the Belgian court under the title of the "American Beauty."

"Give Me Your Heart" is a powerful drama of mother love and sacrifice, taken from the play by Jay Mallory. Beside Miss Francis, the cast includes George Brent, Roland Young, Patric Knowles, Henry Stephenson, Frieda Inescort and Helen Flint.

Archie L. Mayo directed the picture from the screen play by Casey Robinson.

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BIOGRAPHIES

Brief Sketches of Stars Prepared for Your Information and Ready for Publication

KAY FRANCIS

Kay Francis was born in Oklahoma City, but when four years old, her mother, Katherine Clinton, an actress, placed her in a private school in Ossining, New York. Later she entered Cathedral School in Garden City.

She studied secretarial work and became social secretary to Mrs. W. K. Vanderbilt. She also filled the posts for Mrs. Minturn Pinchot and Mrs. Dwight W. Morrow.

After a tour of Europe, she decided to go on the stage, where she made a success.

Her first picture work was in "Gentlemen of the Press," and her more recent pictures include "The White Angel," "I Found Stella Parish" and "Stranded."

Her current picture is "Give Me Your Heart," which comes to the Theatre on.

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GEORGE BRENT

The early years of George Brent were turbulent ones. Born in Dublin, Ireland, and educated at the Dublin University, he became interested in the Irish revolutionary movement and finally became a messenger carrier for Michael Collins.

After his chief was killed he dodged about the country with a price on his head. He finally escaped to America, where he has remained since.

His first stage experience was with stock companies of which he has at one time or another, owned six. His first screen role was with Ruth Chatterton in "The Rich Are Always With Us."

His most recent pictures in which he has had prominent roles include "The Golden Arrow," "The Case Against Mrs. Ames" and "Snowed Under."

His current production is "Give Me Your Heart," which comes to the theatre on.

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ROLAND YOUNG

Roland Young was born in London, educated at Sherborne School, Dorset, and at the University of London. The date of his birth is November 11, 1887.

His first theatrical experience was on the London stage.

After nineteen years before the footlights he finally turned to Hollywood, where he became one of the most popular comedians of the screen. His more recent pictures include "David Copperfield," "Ruggles of Red Gap" and "Here Is My Heart."

His current production is "Give Me Your Heart," which comes to the Theatre on.

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PATRIC KNOWLES

Patric Knowles was born in Yorkshire, England, November 11, 1911. He went to school until he was fourteen, didn't like it and entered his father's publishing house.

At eighteen he ran away from home, went to London and got a small bit in a repertory company which toured the English provinces and Ireland. His first play was "Othello." Later he played with the Abbey, Bournemouth, Croyden, Irish, Oxford and Leicester repertory companies.

His first picture work was for Warner Bros.' Teddington studios, in "Men of Tomorrow."

He was sent to Hollywood to play in "Charge of the Light Brigade," and while acting in the picture he was assigned to a leading role with Kay Francis in "Give Me Your Heart," which comes to the theatre on.

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HENRY STEPHENSON

Henry Stephenson was born in Granada, British West Indies. He made his theatrical debut on the London stage in 1896 in "The Iron Master." After thirteen years in English theatricals he came to America in 1909 with Charles Hawtrey in "The Message From Mars," which played for three seasons.

He was on the Broadway stage for twenty-five years. In 1932 he went to Hollywood, his first picture being "Red Headed Woman."

His more recent pictures include "Captain Blood," "Rendezvous" and "Mutiny on the Bounty."

Stephenson's current production is "Give Me Your Heart," now showing at the theatre.

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When The Show Opens
Opening Day Story — Review — Current Readers

(Opening Day Story)
KAY FRANCIS COMING
TO STRAND TODAY IN
"GIVE ME YOUR HEART"

"Give Me Your Heart," a dynamic drama revealing the human emotions of love, passion, hate and sacrifice, comes to the Theatre today with Kay Francis in the stellar role.

She is supported by an exceptionally strong cast which includes George Brent, Roland Young, Patric Knowles, Henry Stephenson, Frieda Inescort, Helen Flint, Halliwell Hobbes, Zeffie Tilbury and Elspeth Dudgeon.

The picture, a Cosmopolitan production released by Warner Bros., is based on the smashing stage hit, "Sweet Aloes," by Jay Mallory. The plot of the play is ultra-modern and startlingly daring, and although frank in treatment, is handled with the utmost good taste.

The story concerns the romance of a young English girl with a nobleman who is married to a semi-invalid wife. Their child is taken into the nobleman's family by the grandfather who longs for an heir his son's wife cannot give him. The girl seeks forgetfulness in America, marries a fine business man whom she respects, but does not love.

Torn with mother love and the loss of her child, she seeks to drown her anguish in social gatherings, but her nerves are on the breaking point, and an estrangement seems imminent, when a friend of both families, an English playwright comes to America, where the young nobleman, his wife and "their" son are visiting. He arranges a meeting of the two couples, unbeknown to either. This creates a situation so intense both parties are on the breaking point, but through the bigness of the nobleman's wife matters are finally smoothed out in one of the most tremendous climaxes ever filmed.

The picture was directed by Archie L. Mayo.

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KAY FRANCIS HAS
HER AUTOGRAPH
ON SAILOR'S SKIN

Kay Francis told this one on the set of her latest picture, "Give Me Your Heart," the Cosmopolitan production now showing at the Theatre, as a Warner Bros. release. She was swapping tales about autograph fiends with George Brent.

"I've written autographs on leather jackets, sweat shirts, frayed cuffs, dog collars and traffic tickets," said Kay. "However, the one experience along that line that stands out in my mind was when I wrote an autograph on living human skin.

"Once I enjoyed the hospitality of an officer on a French battleship in the Mediterranean. There was a dance on board, refreshments, and some entertainment by actors and athletes among the sailors.

"My autograph was promised to the winner of a fencing contest. I thought it would be on a photograph or in an autograph album, but no. The man presented me a copying pencil and showed me where to write it on his bare forearm. There was a sort of oval blank space just large enough for the signature, in the midst of a lot of tattooing.

"That will not last very long," I suggested when I had made the signature.

"Ah, mademoiselle, it will last until I die. You see, I shall go immediately and have this signature tattooed!"

"Give Me Your Heart" is a stirring drama of a woman's love and sacrifice, taken from the play by Jay Mallory. Miss Francis has the stellar role while others in the cast beside Brent include Roland Young, Patric Knowles, Henry Stephenson, Frieda Inescort, Helen Flint, Halliwell Hobbes, Zeffie Tilbury and Elspeth Dudgeon.

Archie L. Mayo directed the picture.

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ARTIFICIAL WIND
STIRS FILM TREES
FOR FIRST TIME

A new "first time in film history" went on the records when an artificial breeze rustled the foliage of real trees on an artificial lawn, inside a movie sound stage.

According to movie technical men, this simple event has never occurred before. On rare occasions close shots of storm effects, with blowing dust or rain or snow, have been made inside sound stages, but never a breeze merely for the purpose of adding realism to an exterior filmed indoors.

Sound stages being of necessity air conditioned, to shut out noises during the making of scenes, the air inside is always still.

Director Archie L. Mayo broke the tradition in filming a scene of the Cosmopolitan production, "Give Me Your Heart," which is now showing at the Theatre as a Warner Bros. release. The actors were in a room surrounded by wide, high windows showing foliage outside. As Mayo watched his scene in rehearsal, it suddenly occurred to him that the stillness of the leaves and branches outside was unreal.

"In this part of England there's nearly always a breeze blowing outside," he said. "Let's have a fan or wind machine stirring those branches while our scene is played."

A silent electric fan large enough to do the trick was located, and a new paragraph in the history of movie technical realism was jotted down.

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(Review)

KAY FRANCIS HAS FINEST ROLE
IN STIRRING DRAMA AT STRAND

"GIVE ME YOUR HEART" PROVIDES GLAMOROUS STAR WITH
OPPORTUNITY TO DO BEST ACTING IN HER CAREER

"Give Me Your Heart," the Cosmopolitan production released by Warner Bros., which had its local premiere at the Theatre yesterday, held capacity audiences spellbound by its beauty and entrancement and the sheer power of its dynamic drama.

The picture, based on the smashing stage hit by Jay Mallory, was custom made for Kay Francis. The intensely emotional situations of the play offer her the finest dramatic opportunity of her career, and she rises to them with all the brilliant artistry for which she is famous.

There is a remarkably brilliant supporting cast which includes such famous players of stage and screen as George Brent, Roland Young, Patric Knowles, Henry Stephenson, Frieda Inescort, Helen Flint, Halliwell Hobbes, Zeffie Tilbury and Elspeth Dudgeon.

The play is ultra-modern with a startlingly daring plot, which is handled with the utmost sincerity and delicacy.

Miss Francis plays a young English girl, reared in Italy, who loves an English nobleman already possessed of an invalid wife.

The child of their union is adopted by the deceived wife who loves it as her own. Later she recovers from her invalidism and regains the complete love of her husband. Meanwhile Miss Francis has gone to America, where she meets and marries a prominent young business man.

She is not happy, however. She grieves for her child, and her nerves are at the breaking point when an English playwright who knows both the girl and the nobleman intimately, secretly arranges a meeting between the two couples.

This leads to a situation in which the sparks fly, when the nobleman's wife suddenly comes to a realization of what is going on and that the other girl is the mother of "her" child. Through her nobility of character she finally solves the riddle and brings happiness to all in one of the most remarkable climaxes ever screened.

George Brent has the role of the American husband of Miss Francis and gives a sterling performance, as also do Roland Young as the playwright and Patric Knowles as the nobleman involved in the romance. Frieda Inescort has created a remarkable character in the nobleman's wife who adopts the other woman's child as her own. She brings to her portrayal great charm and intelligence.

Henry Stephenson is excellent in the role of the English lord and grandfather of the child he plans to make his heir, as also is Halliwell Hobbes, father of Miss Francis who dies as she is about to tell him of her difficulties. Helen Flint gives a fine performance as an American doctor with whom the playwright falls in love.

Archie L. Mayo has done a fine job of direction.

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MOVIE PLAYERS
DANCE IN WATER
UP TO ANKLES

A circus wagon arriving at a midwestern town broke a hydrant in California. As a result, water flooded the dance floor of a New York hotel.

It happened at the Warner Bros. studio in North Hollywood. The circus wagon, rolling along for a scene in a motion picture, smashed into the hydrant outside a film stage.

Water gushed out and quickly flooded an elaborate hotel set, swishing about the ankles of Kay Francis and George Brent, dancing for the Cosmopolitan production, "Give Me Your Heart," which is now showing at the Theatre as a Warner Bros. release.

The flood of water sent dancers, musicians and technical crew scurrying from the building. Director Archie L. Mayo called the studio's fire department, which found itself confronted with the problem of stopping water instead of supplying it.

Production of the picture was held up several hours, until props could be dried, a process which was hurried by use of the giant fans used in the creating of wind effects.

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KAY FRANCIS'
FACE LAUNCHES
THOUSAND QUIPS

Helen of Troy's beauty launched a thousand ships, but a certain film actress's beauty launched a thousand quips.

It's the contention of George Brent, currently playing opposite Kay Francis in the Cosmopolitan production, "Give Me Your Heart," now showing at the Theatre as a Warner Bros. release, that Kay's beauty puts gentlemen on the set into a romantic daze.

For example, there's Mushy Callahan, property man on the picture, and former junior welterweight champion. If that jokester, Brent, is to be believed, Kay caught Mushy regarding her with dreamy reverence, when Director Archie Mayo, on another part of the set, had summoned him. Mushy hadn't heard.

"What's the matter?" Kay asked Mushy anxiously. Mushy awoke with a start. He blushed all over his battered countenance. The star began to laugh.

"Gee! Miss Francis," he said. "Isn't there someone you'd like me to take a punch at for you?"

**On This Page —
Advance Readers**

**ICE PACKS KEEP
KAY FRANCIS COOL
IN MOVIE SCENE**

You've heard of taking hot-water bottles to bed for warmth, but how about putting ice-water bottles under the covers?

Nevertheless, Kay Francis has had that unique experience. While the thermometer stood at 90 on the sound stage at Warner Bros. and arc lights poured ardent warmth as well as light upon her, Kay snuggled under sheets and an eider-stuffed silk quilt.

Quite cool and comfortable, thank you, because in with her were several little packets of dry ice.

The scene was for the Cosmopolitan production, "Give Me Your Heart," which comes to the theatre on as a Warner Bros. release. George Brent, playing the part of the star's husband, was serving her a midnight snack, and the scene went on and on, with takes, retakes and new camera angles.

Brent mopped his brow and removed his make-up repeatedly. Director Archie L. Mayo, in shirt sleeves, used a palm-leaf fan. And between shots Kay quipped gaily at them, and assured them the weather was fine.

"Give Me Your Heart" is a dynamic drama of love and passion and sacrifice, based on the play by Jay Mallory. Beside Miss Francis and Brent the cast includes Roland Young, Patric Knowles, Henry Stephenson, Frieda Inescort and Helen Flint. The screen play is by Casey Robinson.

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**HOLLYWOOD FOG
HALTS FILMING
OF LONDON FOG**

It was too foggy in Hollywood, so the filming of a London fog scene had to be postponed.

The Los Angeles Chamber of Commerce will not believe it, but that is what happened on a set at Warner Bros. studio during the filming of the Cosmopolitan production, "Give Me Your Heart," which comes to the theatre on as a Warner Bros. release.

"Weather permitting, film New York street scenes. If too foggy, film London street scenes. If too foggy for that, use cover set on Stage 6."

In justice to California's far-famed climate and London's equally famous fogs, there was a special reason why the street scenes in London couldn't be filmed. A luminous "ground fog," which technicians can produce artificially to perfection, was needed for these scenes. Instead, it was grey overhead.

It was a typical California high fog, clear below but with a murkey ceiling. Not enough light from overhead to make the artificial ground fog luminous enough for photography.

Director Archie L. Mayo decided to wait for a day of bright sunshine in which to film his London fog scenes, rather than engage in a guessing game with that most uncertain of elements, fog over filmiland.

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**FRIEDA INESCORT
ONCE SECRETARY
TO LADY ASTOR**

There's a pair of world-famous ex-secretaries playing the two most important feminine roles in the Cosmopolitan production, "Give Me Your Heart," which comes to the theatre on as a Warner Bros. release.

One is none other than Kay Francis. Kay was at one time secretary to Mrs. Dwight Morrow and to Mrs. W. K. Vanderbilt.

The other is Frieda Inescort, recently drafted by the movies. She was once secretary to Lady Astor.

Lady Astor was complimented about Frieda, who is the daughter of the famous London actress and beauty, Elaine Inescort.

"Isn't it just too thrilling to have Elaine Inescort's daughter as your secret'ry," was the comment of Lady Astor's friends.

That was when Frieda was still in her teens and had determined to follow the footsteps of a famous father rather than those of an even more famous mother. So she was learning writing and secretarial work with a job for her father, Jock Wightman, noted Scottish publisher and drama critic, in mind.

Later Frieda became publicity director for Putnam's, the American publishing house, writing many a blurb for books published under that imprint. But the acting career found her out and now "Who's Who" lists her as an actress, not a secretary or publicist.

"Give Me Your Heart" is a powerful drama of mother love and sacrifice taken from the play by Jay Mallory. Beside Miss Francis and Miss Inescort the cast includes George Brent, Roland Young, Patric Knowles, Henry Stephenson and Helen Flint.

Archie L. Mayo directed the picture.

**GEORGE BRENT
KICKS HIMSELF
AROUND BLOCK**

Every time he's tempted to complain about the dog's life movie actors lead, George Brent, now playing in the Cosmopolitan production, "Give Me Your Heart," which comes to the theatre on as a Warner Bros. release, takes himself outside and kicks himself around the block.

"I suppose it's human nature to complain, whatever you do and however much you're paid for doing it," he explained. "But every time I catch that fellow Brent grousing about the hardships of a Hollywood film actor's life, I take it up with him in no uncertain terms.

"While we are making our scenes in a picture, we work pretty hard. If we have important roles in pictures, we work hard nearly every day the picture is in production, from rushing through an early breakfast in the morning to falling asleep late at night studying dialogue.

"Yet even if it weren't highly paid work, it is the kind I'd rather do than any other, some harder, some simply more monotonous. Most scenes and most pictures are a real kick to me and I enjoy doing them.

"Finally, we usually have vacations between pictures, and often a day or so off during the progress of a single production. It's nothing compared to stage work, particularly of playing in stock."

"Give Me Your Heart" is a dynamic drama of love and passion and sacrifice based on the play by Jay Mallory. Besides Brent the cast includes Kay Francis, Roland Young, Patric Knowles, Henry Stephenson, Frieda Inescort and Helen Flint.

Archie L. Mayo directed the picture from the screen play by Casey Robinson.

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**PATRIC KNOWLES'
MAILING ADDRESS
LONDON PIPE SHOP**

Patric Knowles, handsome young British stage and screen actor who plays opposite Kay Francis in the Cosmopolitan production, "Give Me Your Heart," which comes to the theatre on as a Warner Bros. release, has a permanent mailing address in a London pipe shop.

No matter what part of the world the actor may be in, those who know the address of that pipe shop are able to reach him by mail, which the owner of the shop forwards to him.

On the set of "Give Me Your Heart" Patric drummed up a good deal of extra trade for his favorite pipe shop, for George Brent, Roland Young and Director Archie L. Mayo all sent through pipe orders.

In this particular little shop, according to Pat, there is a great variety of chunks of aged briar, along with many sample pipes.

The customer goes in, and is handed sample pipes, a pencil and a sheet of paper. He roughly sketches his idea of the pipe he wants, other specifications are written in, and then he selects the kind of briar he wants. In due time the pipe is made up and sent to him.

"Give Me Your Heart" is a thrilling drama of love and hate and sacrifice based on the play by Jay Mallory. The screen play is by Casey Robinson.

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**HELEN FLINT IS
HAPPY PLAYING IN
KAY FRANCIS FILM**

Helen Flint, who has an important role in the Cosmopolitan production, "Give Me Your Heart," which comes to the theatre on as a Warner Bros. release, says there's no one in pictures with whom she'd rather play a difficult scene than Kay Francis.

The star has a very difficult, long dialogue scene with Miss Flint on the latter's first day in the cast. There were a good many takes before Director Archie L. Mayo thought the best had been gotten out of the scene.

Inevitably, both actresses were nervous. Miss Flint blew up on a single word in her dialogue, after she had spoken line after line perfectly. Kay patted her hand.

"Never you mind -- next time we'll get it," the star declared. They tried again, and this time it was Kay who missed a word. She was exasperated.

"I'm so sorry I had to spoil it, and you were reading those lines so beautifully," she apologized to Miss Flint.

The next take was perfect. The instant it was over Kay held out her hand to the other actress.

"Congratulations," said she. "You were grand, and this time I didn't spoil it for you."

"Give Me Your Heart" is a powerful drama of mother love and sacrifice, taken from the play by Jay Mallory. Besides Miss Francis and Miss Flint the cast includes George Brent, Roland Young, Patric Knowles, Henry Stephenson, and Frieda Inescort. The screen play is by Casey Robinson.

KAY FRANCIS FOUGHT LURE
OF THE THEATRE FOR YEARS

STAR OF "GIVE ME YOUR HEART" FINALLY SUCCUMBED
TO DESTINY OF HEREDITY

The desire to be an actor or an actress seems to be inherited. A glance at the family trees of stage folk shows that the passion for acting at least is contagious for the offspring.

Or perhaps it's a curse which goes on down unto the last generation born.

Kay Francis, who has the stellar role in the Cosmopolitan production, "Give Me Your Heart," now showing at the _____ theatre as a Warner Bros. release, made half-hearted attempts to escape. Her mother, the well-known actress Katharine Clinton, probably gave her that idea. Or perhaps Kay's earliest memories, which were of rapid moves from place to place, influenced her.

She was born in Oklahoma City, Okla., and moved with her family to Santa Barbara, California. Then to Los Angeles. Then to Denver, Colorado. Then to New York City, where Kay's mother secured a long engagement on the stage.

Convents, Miss Fuller's School for Girls, and the Cathedral School in Garden City, Long Island, gave her her education and gradually diverted her early ambition to be a trapeze performer to other athletic aims. She won tennis tournaments, sprints and relays.

Completing college, and already bitten by the drama bug through writing, producing and acting in a class play, Kay made a last desperate gesture to avoid a stage career. She took a secretarial course learned typing and shorthand, and shortly found employment with Mrs. Dwight Morrow, and later Mrs. W. K. Vanderbilt.

At any rate she had a brief career with both ladies, wound up with an eight months tour of Europe, and decided to cease the struggle against becoming an actress.

She had the luck to step into the cast of the modernized version of "Hamlet," which made a big hit. Then she played in stock in Cincinnati, Philadelphia, and Dayton; returned to Broadway to appear in "Venus," "Crime," and "Elmer the Great."

It was inevitable that the movies got her. Her first film was the lead opposite Walter Huston in "Gentlemen of the Press," and after a few more successes she was signed by Warner Bros.

In "Give Me Your Heart," her current starring vehicle, based on the stage play by Jay Mallory, she has two leading men, George Brent and the handsome young Englishman, Patric Knowles. Frieda Inescort, Roland Young, Henry Stephenson, Helen Flint and other favorites appear in support, under Archie L. Mayo's direction. The screen play is by Casey Robinson.

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FILM STARS ALL HAVE SIDE
LINE WORK BETWEEN SCENES

PLAYERS IN "GIVE ME YOUR HEART" KEPT BUSY
ALL THE TIME

Kay Francis knitted sweaters. George Brent worked out card tricks. Roland Young wrote chapters for a forthcoming volume of satire. Patric Knowles studied Spanish with a tutor. Frieda Inescort read, edited and criticised a certain writer's new detective-mystery book manuscript.

And all the while they were making the Cosmopolitan production "Give Me Your Heart," now showing at the _____ theatre as a Warner Bros. release.

The old days of merely sitting around talking or playing cards are about over. On most movie sets all sorts of activities occupy the spare time of the principals. Stories are written, business deals discussed, interviews given, fittings are made for tailors, and so on.

The fact that the principals in a production such as "Give Me Your Heart" have time for such things between scenes has always puzzled outsiders. Actually, it represents the ultimate arrangement in movie-producing efficiency.

Since all such players are on weekly salaries, they are required to stand by ready for work on those days when scenes in which they figure are to be made.

Archie L. Mayo, who directed the film welcomes diverting activities for his players between scenes. Mere waiting makes them stale and fagged at the end of a long day. Activity, particularly something quite apart from their screen work itself, keeps them fresh and ready to give scenes before the cameras their best efforts.

Rehearsing must nearly always be done in the scene, before the cameras and immediately preceding the actual filming and recording. Dialogue is memorized "in the rough" by most players at their homes, the night before it is to be spoken. It is given a final rapid conning, usually with the dialogue director, just before a scene goes into rehearsal.

Only an occasional dialogue rehearsal (huddle) is necessary between scenes. Most directors taboo prolonged dialogue study because in practice this shows a tendency to rob movie line-reading of spontaneity.

All of these conditions, emphasized rather than otherwise by the increasing efficiency of movie mechanics and the better understanding of artistic principles, create more rather than less time between scenes for important players. So in the future, even more than today, there'll be more and better knitting, boondoggling, literary work and what not from our stars on the set.

"Give Me Your Heart" is a stirring drama of a woman's love and sacrifice taken from the play by Jay Mallory. The screen play is by Casey Robinson.

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Current Features
of Stars and Production

ROLAND YOUNG YEARNS TO
BE VILLAIN IN MOVIES

COMPLAINS HE'S ALWAYS CAST AS FAITHFUL FRIEND
AS IN "GIVE ME YOUR HEART"

Life, as seen by screen writers, is filled with faithful friends. In every film there is at least one. Sometimes he is a novelist, sometimes he is a dramatist, sometimes he is a doctor and sometimes he is a lawyer. He is always on tap to give advice, straighten out tangles and pat the heroine's hand.

"And I'm always it," said Roland Young.

At the moment, Young is Kay Francis' faithful friend in "Give Me Your Heart," the Cosmopolitan production now showing at the _____ Theatre as a Warner Bros. release. He is a dramatist and novelist and it is he who shows Miss Francis the way to happiness and who pats her hand.

Being a faithful friend, galls Young. He doesn't want to pat the heroine's hand.

"I want to hold it," he said.

He looks forward to the time when, as of yore, he can play the blackguard who makes faithful friends necessary.

Young doesn't know why casting directors always choose him as the faithful friend. "Maybe it's because I look genial and harmless," he said. "I'm not, really. I have a very black heart and if I choose I can make my eyes gleam with evil. I can look as villainous as Claude Rains which is very villainous, indeed."

Young feels that there are a great many better faithful friends than he is. Henry Stephenson, who plays a father in "Give Me Your Heart" is the finest faithful friend, according to Young. He is the lawyer-doctor type and there is in his face a fine benevolence.

"Faithful friends must always look benevolent," Young said.

Henry O'Neill is the clergyman-type. He, too, looks benign.

C. Aubrey Smith is one of the best faithful friends. He is the old English lord type, gruff and crochety, but with the heart of gold so necessary to those characters who go about patting the hands of the heroines.

Young has sent his list around to all casting directors in Hollywood.

"Then maybe they'll leave me alone," he said. "Perhaps they'll cast one of my list of faithful friends and allow me to be the villain for a change."

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GEORGE BRENT NOW KNOWN
AS THE HERMIT OF ENCINO

MASCULINE LEAD IN "GIVE ME YOUR HEART" SELDOM LEAVES
HOUSE EXCEPT FOR FILM WORK

There's a hermit living not far from Hollywood. He's a tall Irishman much too good looking for a recluse. He is George Brent, the hermit of Encino, who has the leading masculine role in the Cosmopolitan production, "Give Me Your Heart," which is now playing at the _____ theatre.

There was a time, not long ago, when Brent was much in evidence at parties and at smart restaurants. The chatter columnists were always seeing him there and with a beautiful woman on his arm.

But no one sees him on the boulevard or at the night clubs these days. He is at the Warner Bros. studio when he is working in a picture. But when the camera stops, Mr. Brent goes home to his small ranch in the hills overlooking the San Fernando valley. His neighbors are Al Jolson, Ruby Keeler, Paul Muni, Ann Dvorak, Pat Knowles, Joan Blondell and Michael Curtiz, yet Brent doesn't drop in on them. He stays at home with his dogs and his pipes and his books.

If friends stop by, he is a perfect host, cordial and charming. But he seldom invites other residents of the film colony to call on him. And he never gives parties.

This hermit business is a new phase in the life of the man who once was a dispatch rider for the Irish rebel, Michael Collins. And Hollywood is wondering what has brought it about.

Is Brent a hermit because of unrequited love?

Brent resents these conjectures. He says they are stupid. He's a hermit because he likes to be alone. That's why he was so enthusiastic about flying last year. Even that has palled on him. Recently he sold his plane.

He isn't unhappy. He'll tell you that he is happier than he has ever been, that he has worked out a mode of living that is particularly pleasant.

"One has to find one's own amusement," he says. "I find mine in books. I find it walking out into the night and looking at the stars. I find it in talking to my dogs."

"Give Me Your Heart" is a stirring drama of a woman's love and sacrifice taken from the play by Jay Mallory. Kay Francis has the stellar role while others in the cast include Roland Young, Patric Knowles, Henry Stephenson, Frieda Inescort, Helen Flint, Halliwell Hobbes, Zeffie Tilbury and Elspeth Dudgeon.

Archie L. Mayo directed the picture from the screen play by Casey Robinson.

-- 30 --

"GIVE ME YOUR HEART" CALLED
PERFECT KAY FRANCIS FILM

STAGE PLAY BELIEVED TO BE TAILOR-MADE
FOR THE STAR

"A stage play plot and character tailor-made for Kay Francis, and peculiarly adaptable to the screen, which should make it vastly more effective, even, than the New York stage presentation."

That was the report submitted to Warner Bros. studio on Jay Mallory's stage play, "Sweet Aloes," which comes to the _____ theatre on _____ as a Cosmopolitan production under the title of "Give Me Your Heart." When studio experts read the play in manuscript the meaning of the theatre scout's report became instantly apparent.

The temperament of the heroine and the situations in which she found herself offered such great possibilities for the dramatic ability of the film star that studio heads felt no time should be lost in purchasing the screen rights. Moreover, as the scout had observed, the plot offered ideal screen material.

So "Give Me Your Heart" was purchased, and one of Warner's ace scenarists, Casey Robinson, was turned loose on the manuscript. Director Archie Mayo, with "Petrified Forest" and "I Married a Doctor" to his credit as the latest of his long string of successes, was chosen to direct.

Then came the problem of a supporting cast. The nature of some roles virtually pointed a finger at certain actors, notably George Brent and Patric Knowles, to play opposite Miss Francis, and Roland Young, to enact the role of the genial playwright who, throughout the story, seeks to solve his friend's vital problems of love and happiness by the dramatic method.

In fact, only one major role seemed to present great difficulties in the casting. It was not the starring, central part, naturally; that was for Miss Francis. But throughout the story runs one of the most remarkable feminine characters ever created, that of Rosalind, invalid wife of the man in love with Miss Francis.

And after adopting as her own, the child of her rival, at last she meets and becomes friendly with that rival, after the latter, Miss Francis, has met another man, Brent, and married him.

This part called for a woman of great charm, evident intelligence; a thorough and convincing lady and at the same time a great actress.

Frieda Inescort, daughter of the great English actress Elaine Inescort, was selected.

This young actress, having scored a succession of hits on the stage, had at last listened to a movie bid, made one picture, and before it was released another and another.

Casting the rest of the production was relatively easy. Helen Flint, playing a feminine doctor; Zeffie Tilbury and Elspeth Dudgeon, as aunt and friend of the heroine respectively, Henry Stephenson, Halliwell Hobbes and others were chosen in rapid succession.

-- 30 --

KAY FRANCIS CAN WEEP AT
WILL FOR MOVIE SCENES

STAR OF "GIVE ME YOUR HEART" NEVER RESORTS
TO ARTIFICIAL TEAR PRODUCERS

Watching a beautiful film actress weep for the camera, without benefit of artificial tear producers, has always seemed something like witnessing a miracle.

Of the various stars who can do so, we can think of no one who touches our masculine heart and gives us the urge to rush up, take her in our arms and comfort her, so much as Kay Francis. Recently we finally got up the nerve to ask her how she does it.

She had just been crying for a scene of her latest picture, "Give Me Your Heart," the Cosmopolitan production which comes to the _____ on _____ as a Warner Bros. release. All alone, hedged in by glaring lights and faced by the unrelenting camera lens at close-up range, Kay said a few words of dialogue, bowed her head, and began to cry.

Behind the scenes Director Archie L. Mayo presently began to cry, too. We found ourselves gulping. Our eyes smarted. Leading men George Brent and Patric Knowles, also behind the cameras, swallowed hard. Roland Young, a tender-hearted fellow, refused to watch, and walked away to a corner of the set.

The scene finished, Kay walked back to her chair. Her head was still bowed. Tears still flowed, slowly. Her shoulders drooped.

How we wanted to walk over there and comfort her. And how foolish we'd have felt, on remembering it was all for a film scene. The scenarist had written in tears, and Kay had supplied them. As it was, we felt brutal when we approached the star, sat down beside her and began:

"Kay, how do you manage to turn on the tears like that?"

"Turn them on?" she echoed. "I don't, exactly. I simply play the scene, and begin to cry. Just as one begins to cry in real life, I guess, when the situation calls for tears."

"Then it's just as though something sad had happened to you in real life -- a sort of putting yourself and your own emotions into the scene?" we queried.

"Not exactly. In real life I'm not a very weepy person. Some of the characters I play would weep more easily than I do, or vice versa. So a situation which might make me cry before the cameras, might leave me dry-eyed in real life."

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And Here You'll Find —
Advance Features

GEORGE BRENT ONCE HUNTED
TO DECORATE THE GALLOWS

MASCULINE LEAD IN "GIVE ME YOUR HEART" DIDN'T
LIKE IDEA AND FLED

No good Irishman can understand why George Brent's escape from the gallows is hushed rather than glorified in current biographies of the movie star's life.

Brent, currently playing opposite Kay Francis in "Give Me Your Heart," the Cosmopolitan production which opens the _____ theatre on _____ as a Warner Bros. release, is about as colorful an adventurer as any who ever fled for his life from the Emerald Isle.

Late in August, 1922, he left Land's End in a motor boat, leaped from it to a swaying rope ladder on the rusty hull of a tramp steamer bound for Montreal, and drew his first free breath in months.

For Brent, as part of his colorful pre-acting career, had been a dispatch carrier for Michael Collins during the Irish revolution. He had been the object of a man-hunt which spread over the British Isles, an Irish rebel wanted for a gallows decoration.

Only comparatively recently was the case finally cleared up, so that George was free to visit again the scenes of his birth.

Brent came to America when his mother died in 1915, and stayed with an aunt in New York. She gave him an excellent schooling, but after a year of college he went on a tramp with another youth, and worked in lumber camps and harvest fields.

Returning to New York he met a young Irish priest who was bound for Dublin to teach in the National University, so George journeyed with him, in 1920, back to Ireland, where he attended the University and got a taste of acting at the Abbey Theatre.

The priest introduced him to Michael Collins, the Irish revolutionary leader, and the boy, in whom the old Irish traditions of revolt were inherent, was fired with ambition to participate.

He became a dispatch carrier between Collins and De Valera. A hangman's noose awaited him if he were caught, and the average life of a dispatch carrier was said to be six weeks.

Months went by with Brent successfully dodging capture by the English. But, when Collins was killed in 1922, however, Brent fled for his life.

In New York, nineteen years old and stony broke, he tried for an engagement in stock and got it.

When he got his first chance in Hollywood failure stared him in the face. His initial film was with Lois Moran in "Under Suspicion." Finally Warner Bros. cast him for a role with Ruth Chatterton, in "The Rich Are Always With Us." His screen success dates from that point.

In "Give Me Your Heart" George has one of his best roles to date. Archie L. Mayo directed the picture from the screen play by Casey Robinson.

-- 30 --

HELEN FLINT HAS LIVED
COLORFUL LIFE OFF STAGE

ACTRESS IN "GIVE ME YOUR HEART" TOOK
CARAVAN THROUGH ARABIAN DESERT

Find an actress and you have a woman who was once in the Ziegfeld Follies.

Helen Flint is no exception. She was a Ziegfeld chorus girl.

Miss Flint is a chorus girl no longer. She's an actress, playing at the moment in the Cosmopolitan production, "Give Me Your Heart," which comes to the _____ theatre on _____ as a Warner Bros. release with Kay Francis in the stellar role.

The fact that she was in the Follies is not Miss Flint's only claim to fame. She'd much rather talk about the time she was McClelland Barclay's first model, and how she modeled for James Montgomery Flagg and was called "the cameo," and how A. H. Woods picked her out of the Follies chorus and gave her a part in "The Nest."

Warren William was once her leading man, as was John Cromwell. Once she went to the isle of Mallorca because she was intrigued by the biography of George Sand, and she took a caravan out on the Arabian desert and lived for two months with 14 camels and 11 guides and saw little boys learning to be priests.

In "Ah Wilderness" on the screen Miss Flint played Belle, the lady of questionable character.

"I liked that part better than any I ever had," she says. "I like parts with substance. The part I have in 'Give Me Your Heart' has substance. I am a woman doctor. It's the first time in my life I ever played a doctor. I've been society women, ingenues, street walkers, trollops, virginal young women and harridans but never a doctor until now."

Miss Flint was born in Chicago, and graduated from the Carl Schurz high school.

With a high school diploma in her pocket, Miss Flint became a model. Barclay was just starting out as an artist and she modeled for him. Then she went to New York and modeled for Flagg. Ziegfeld saw her and put her in the chorus. Woods saw her in the chorus and put her in "The Nest." She was on her way.

She says that the only question she was ever asked in Arabia was whether she knew Rex Ingram, the director. He had made a picture there and the sheiks were ardent Ingram fans.

Right now, Miss Flint is living in Hollywood in a house overlooking Benedict canyon.

Shorts — And More Shorts
A Page of the Kind of Material
Editors Always Desire

KAY FRANCIS' HOBBY IS GARDENING

Kay Francis' dressing room is always decorated with flowers but they aren't all tributes from gentleman admirers. Kay supplies them herself from her garden in the backyard of her modest Hollywood home.

Gardening is the favorite hobby of the Warner Bros. star, now appearing in the Cosmopolitan film, "Give Me Your Heart," which comes to the _____ theatre on _____.

The best dressed actress spends as much time as possible, clad in a pair of dusty overalls, overseeing her colorful bowers of roses, many of which have won prizes at local flower shows.

-- 30 --

KAY FRANCIS WEARS NEW HAIR ORNAMENT

Kay Francis is wearing as hair ornaments in the Cosmopolitan production, "Give Me Your Heart," now showing at the _____ theatre, a miniature gardenia perfected by the Japanese and grown at Warner Bros. in the studio greenhouse.

The fragrant blossom is slightly smaller than a Cecil Bruner rose.

-- 30 --

KAY FRANCIS' RABBITS ANSWER HER WHISTLE

Kay Francis has three pet rabbits that are so devoted to her that they will come when she whistles.

The star of the Cosmopolitan production, "Give Me Your Heart," which comes to the _____ theatre on _____, cannot bear to shut them up in hutches. Consequently they lead a free and untrammelled life in rabbit warrens they dug for themselves in her back yard.

She likes to play with them when she returns home from work. So she goes to the mouth of the tunnels and whistles. At first they did not answer, but after several attempts one popped its head out of the hole. It found a nice head of lettuce awaiting it.

Now all three scurry out of their holes when she whistles.

-- 30 --

KAY FRANCIS SETS NEW FALL STYLE

Kay Francis, now starring in the Cosmopolitan production, "Give Me Your Heart," which comes to the _____ theatre on _____ as a Warner Bros. release, wears an informal street ensemble in the film which gives definite hints of the coming mode for fall and early winter.

Designed by Orry Kelly, the outfit includes a slim short frock of gray silk crepe, and a tightly belted three-quarter length coat of gray wool, with flared skirt and large shawl collar made of three rows of blue fox fur.

A large gray felt hat is also worn.

-- 30 --

KAY FRANCIS IN 18th FILM AT WARNERS

"Give Me Your Heart," the Cosmopolitan production now showing at the _____ theatre is the eighteenth picture Kay Francis has made at the Warner Bros. studios. Kay had been starred on the stage in New York, following experience in stock companies.

-- 30 --

KAY FRANCIS FILMED IN BED TWO DAYS

For a sequence in the Cosmopolitan production, "Give Me Your Heart," which comes to the _____ theatre on _____ as a Warner Bros. release, Kay Francis had to be photographed in bed for two days.

Kay claims it was so tiring that she couldn't go to bed at night. She had to walk the floor and stretch.

-- 30 --

KAY FRANCIS PUTS SOFT PEDAL ON KNITTING

Kay Francis broke a record during the filming of her Cosmopolitan production, "Give Me Your Heart," now showing at the _____ theatre as a Warner Bros. release. She knitted only one sweater.

Her average per picture since she took up the fad some years ago has been seven.

She knits, Kay told her two leading men George Brent and Patric Knowles, because it's a social pastime and can be done automatically while conversation goes on.

-- 30 --

GEORGE BRENT CHAMP LEADING MAN

George Brent, currently playing opposite Kay Francis in the Cosmopolitan production, which comes to the _____ theatre on _____ as a Warner Bros. release, is the "champ" in supporting famous feminine stars.

He has played opposite all the women celebrities at his own studio, and in addition has been loaned out for appearances with nearly every great star in the industry, including Greta Garbo.

-- 30 --

ROLAND YOUNG WEARS PAIRED MONOCLES

Roland Young wears paired monocles instead of eyeglasses. On the set of "Give Me Your Heart," the Cosmopolitan production which comes to the _____ theatre on _____ as a Warner Bros. release, Young proved it to Kay Francis, the star, and George Brent. One glass of his spectacles is for reading, the other for distant sight, and Roland has learned to use one eye for one purpose, the other for the other, disregarding what he sees out of the unemployed optic.

Incidentally, he doesn't use eyeglasses except on rare occasions, off the screen.

-- 30 --

ACTOR WOULDN'T TAKE DOG FROM MASTER

"There ought to be a law against separating dogs and masters when there's a real bond between them," declares Roland Young.

Which is the reason Roland didn't buy a fine thoroughbred English setter who recently worked with him in scenes of the Cosmopolitan production, "Give Me Your Heart" which comes to the _____ Theatre on _____ as a Warner Bros. release.

The dog, which plays the role of "Mike" in the story, got on famously with the actor, who has a weakness for English setters.

Young thought of buying him, despite the exceedingly stiff price asked, but when he found out that the dog and his master were very fond of each other he stopped negotiations at once.

The actor, however, has been promised a puppy sired by the canine actor.

-- 30 --

GEORGE BRENT GREETES IRISH CONSUL

Leo T. McCanley, Consul General in the United States for the Irish Free State, visited Warner Bros. studio during the filming of the Cosmopolitan production, "Give Me Your Heart," now showing at the _____ theatre. He was given a hearty welcome by Celtic-blooded actors there.

George Brent took part -- as McCanley did -- in the revolution of 1916 that gained Ireland her independence, and the two had lots to discuss.

Errol Flynn, Pat O'Brien and other Irish stars also greeted the Consul General.

-- 30 --

PAT KNOWLES' "HOOTER" WAS OUT OF ORDER

Patric Knowles, stage and screen actor recently imported from England, to play in the Cosmopolitan production, "Give Me Your Heart," now showing at the _____ theatre as a Warner Bros. release, stopped his car at a garage one day recently with the complaint that his "hooter" wouldn't work.

The garage mechanic couldn't understand at first, but noting Pat's British manner of speaking, he finally deduced that over the pond, a "hooter" is what is called a horn here.

-- 30 --

GEORGE BRENT A BUM IN TOP HAT AND TAILS

George Brent, who has the leading masculine role in the Cosmopolitan production, "Give Me Your Heart," which comes to the _____ theatre on _____ as a Warner Bros. release, is probably the only man in Hollywood who ever bummed for several hundred miles on a freight train while wearing full evening regalia including top hat, white tie and tails.

He was stranded in a small Kansas town when the stock company he was with folded and the manager absconded with the slim receipts.

The hotel manager appropriated all his luggage except the dress suit which he wore in the play. He knew he could raise some money in Kansas City, so he hopped a freight to the astonishment of the other Weary Willies in the same gondola.

-- 30 --

FRIEDA INESCORT NOW IN SIXTH FILM

Frieda Inescort, who has a part second only to Kay Francis' in importance in the Cosmopolitan production, "Give Me Your Heart" which comes to the _____ theatre on _____ as a Warner Bros. release, has been a distinguished stage actress for several years and is listed in the "Who's Who" of the profession.

But she evaded screen discovery and film tests until a few months ago.

Since that time she has made six films. "Give Me Your Heart" is the latest. Her beauty, personality and acting ability has won critical acclaim.

-- 30 --

TWO ENGLISH ACTORS ONCE PRESS AGENTS

Handsome young Patric Knowles, English actor, and Frieda Inescort, well-known New York stage actress, playing husband and wife in the Cosmopolitan production, "Give Me Your Heart," which comes to the _____ theatre on _____ as a Warner Bros. release, have a tie apart from that the script provides.

Patric used to do publicity for his father's publishing concern at Oxford, England.

Frieda used to do publicity for Putnam's, the well-known American publishers.

-- 30 --



COMING TO THE STRAND:—Kay Francis and Roland Young in the Cosmopolitan production "Give Me Your Heart," which is coming to the Theatre on _____ as a Warner Bros. release. Mat No. 206—20c



KAY FRANCIS, star of "Give Me Your Heart." Mat No. 113 —10c



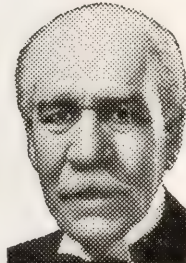
PATRIC KNOWLES in "Give Me Your Heart." Mat No. 111 —10c



GEORGE BRENT, who is teamed with KAY FRANCIS in "Give Me Your Heart." Mat No. 109 —10c



FRIEDA INESCORT, in "Give Me Your Heart." Mat No. 114 —10c



HENRY STEPHENSON in "Give Me Your Heart." Mat No. 112 —10c



ROLAND YOUNG in "Give Me Your Heart." Mat No. 110 —10c



TRIUMPHS AGAIN: — Kay Francis has the most dramatic role of her career in "Give Me Your Heart," the Cosmopolitan production released by Warner Bros. now making a hit at the Theatre.

Mat No. 104—10c



BEAUTIFUL: More charming than ever is Kay Francis, whose work in "Give Me Your Heart," the Cosmopolitan production now at the Theatre, reveals her as an emotional actress of unsurpassed power.

Mat No. 117—10c



POPULAR STARS: — Kay Francis and George Brent head the all-star cast of the new Cosmopolitan drama "Give Me Your Heart," which comes to the Theatre on _____ as a Warner Bros. release. Mat No. 103—10c



LOVERS IN FILM: — Kay Francis and George Brent, who travel strange roads to find happiness in "Give Me Your Heart," the Cosmopolitan production now playing at the Theatre as a Warner Bros. release.

Mat No. 101—10c



LOVE WINS REWARD:—A new Kay Francis and an equally new George Brent are revealed by their remarkable characterizations in "Give Me Your Heart," in which these famous film lovers rise to new heights of emotional acting at the Theatre. Mat No. 201—20c

Here are your scene cuts, separated from your publicity stories, and arranged in catalogue fashion so you can pick 'em out at a glance.



DRAMATIC MOMENT:—When three sides of a triangle meet in "Give Me Your Heart," the Cosmopolitan production released by Warner Bros., which is now playing at the Theatre, it gives real opportunity to Kay Francis, the star and the two men in her life, George Brent (left) and Patric Knowles. Mat No. 204—20c



KAY FRANCIS, who is coming to the Theatre on _____ in "Give Me Your Heart," a Cosmopolitan production which offers her the finest dramatic role of her career as a motion picture star.

Mat No. 105—10c



MORE BEAUTIFUL THAN EVER is glamorous Kay Francis, star of the Cosmopolitan picture "Give Me Your Heart" now at the Theatre.

Mat No. 203—20c



LOVERS AGAIN are Kay Francis and George Brent who have the leading roles in "Give Me Your Heart," a thrilling drama of love and life now making a hit at the Theatre.

Mat No. 108—10c



LOVE FINDS A WAY for Kay Francis and George Brent who find the road to happiness beset with complications in the poignant drama "Give Me Your Heart" in which they will come to the Theatre on _____.

Mat No. 207—20c



REWARD OF SACRIFICE—Kay Francis rises to the supreme emotional heights of her career as she bends over the baby who must never know his mother in the Cosmopolitan picture "Give Me Your Heart" which comes to the Theatre on _____ as a Warner Bros. release.

Mat No. 202—20c



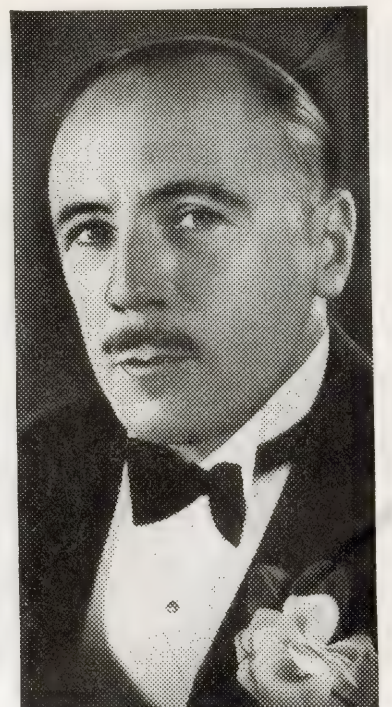
GEORGE BRENT has the leading masculine role with Kay Francis in the Cosmopolitan production "Give Me Your Heart" which is now playing at the Theatre.

Mat No. 107—10c



IN "GIVE ME YOUR HEART" are three of the screen's most noted players. Shown above is the star, Kay Francis, with Roland Young (center) and George Brent. They'll come to the Theatre on _____.

Mat No. 208—20c



ROLAND YOUNG, who is appearing with Kay Francis and George Brent in "Give Me Your Heart" which opens at the Theatre on _____, gives to this dramatic story a touch of droll and tender humor that reveals him as one of the screen's finest actors.

Mat No. 102—10c

USE PLENTY PICTURES

Every editor likes pictures—particularly of Kay Francis. Now you can pick out your scene cuts at a glance. They are arranged in catalog style for your convenience. Use 'em for best results.



NEVER SO BEAUTIFUL: Kay Francis seems to grow more beautiful with each succeeding picture. Here she is as the secret ridden heroine of "Give Me Your Heart," the Cosmopolitan picture released by Warner Bros. which is making a hit at the Theatre.

Mat No. 211—20c



KAY FRANCIS, star of the Cosmopolitan production "Give Me Your Heart," which opens at the Theatre on _____ as a Warner Bros. release. The film is said to be the most dramatic in which the star has yet appeared.

Mat No. 116—10c



EVERY WOMAN'S PICTURE: Every woman knows some woman for whom Kay Francis and George Brent, shown above, have a real message in "Give Me Your Heart," the Cosmopolitan production coming to the Theatre on _____.

Mat No. 209—20c



SHOULD WIVES TELL ALL? Kay Francis answers that question to the satisfaction of her film husband, George Brent, in the Cosmopolitan production "Give Me Your Heart," which is now showing at the Theatre.

Mat No. 212—20c



NEWEST MODE: Kay Francis, always included in lists of the world's best dressed women, demonstrates a new Orry-Kelly creation in "Give Me Your Heart," the Cosmopolitan picture coming to the Theatre on _____ as a Warner Bros. release.

Mat No. 115—10c



THEIR FANS DEMANDED that Kay Francis and George Brent be teamed again as film lovers. Now they are coming to the Theatre on _____ in "Give Me Your Heart," a Cosmopolitan production based on a Broadway stage hit.

Mat No. 210—20



SHE GAVE HER HEART in the Cosmopolitan production "Give Me Your Heart" in which beautiful Kay Francis touches the heart of every woman who has ever loved a man and every man who has ever cared for a woman. The picture is coming to the Theatre on _____ as a Warner Bros. release.

Mat No. 213—20c

"Give me your heart"

SPECIAL EXPLOITATION

5-DAY "WHAT WOULD YOU DO?"

Six-day newspaper contest, illustrated on these two pages, is interesting enough for anyone to enter and yet simple enough so that would-be contestants won't be scared away. Idea is for readers to answer what they would do in certain situations. Show it to your editor, and if he likes it, you can get the five illustrations for the paper in one mat. Order mat No. 501—50c.

(Lead Off Story)

Solve Problems For Kay Francis and Win Prize

What would you do, Movie Fans, if you had to solve the problems confronting Kay Francis in her latest role?

Five of these human questions will be presented to you in the form of a five-day contest which begins in the..... (newspaper) tomorrow.

The five questions open up situations which call for quick and decisive answers and they will be of interest to all Movie Fans, men and women. They are problems which Kay Francis, as the heroine of "Give Me Your Heart," the Cosmopolitan picture released by Warner Bros. and coming to the..... Theatre..... next, is forced to solve in the course of the play.

Beginning tomorrow, and continuing for five days, the..... (newspaper) will present one question every day. Read them and send in your opinion. It is unnecessary to write a long essay. The answers may be in as few as ten words, and in no case, should they be in more than 50.

Spelling, penmanship or literary ability will not count in the decision of the judges. The one and only thing that will be considered is the strength of the argument employed. Simply state as briefly and as clearly as you can, what in your opinion, the decision of the person confronted by the problem should be, and why.

Send your answers to the "Give Me Your Heart" Contest Editor of the..... (newspaper) before..... o'clock of the day following the appearance of each question.

This contest should interest men as much as women, for they are often more able to see the way out of feminine problems than the women themselves. There will be ten winners of two tickets each, every day of the contest.

"Give Me Your Heart" is said to be one of the most movingly beautiful romantic dramas ever screened. The scenes are laid in rural England, Italy and New York City. The picture is founded on the successful stage play, "Sweet Aloes."

Kay Francis, recently seen as the spiritual heroine of "White Angel," Florence Nightingale — is starred in "Give Me Your Heart" in an utterly different, but equally brilliant characterization. She is supported by George Brent, Roland Young, Patric Knowles, Henry Stephenson and Frieda Inescort. Archie L. Mayo directed.

Remember, the contest begins tomorrow.

Earn your way into the..... Theatre to see "Give Me Your Heart."

(1st Day Contest)

Win Theatre Tickets For Newest Kay Francis Film



Should a mother ever give up her baby to those who can do more for it than she will ever be able to do? The child will get both love and material advantages from its foster parents. Its real mother can give it only love. Yet she cannot decide which life, in the end, would be best for the child. What would you do?

Many a young mother has been forced by unkind Fate to answer the question with which the..... (newspaper) opens its new five-day contest for Movie Fans today.

Should a mother give up her child to some wealthy person who will be able to give it the opportunities for an abundant life, which she fears she will never be able to offer? Or shall she surrender to everything in her which cries out for personal possession of the child she has brought into the world?

Think it over. Try to put yourself in her place. Weigh the chances of loss of employment, illness or other misfortune against the joy of seeing the child nightly, seeing it grow and develop, satisfying her longing for affection by the devotion that will come to her, while she is all in all to the child.

Then ask yourself — what should she do? When you have decided write to this newspaper and tell why you have reached this conclusion.

If you are one of the ten readers who submit the best answers, the..... (newspaper) will present you with two tickets to the..... Theatre where "Give Me Your Heart," a Cosmopolitan picture released by Warner Bros. opens on.....

Writing, spelling and other minor particulars will not count in the awarding of the prizes.

(2nd Day Publicity)

Theatre Tickets Free If You Can Tell What To Do

Here, ... (newspaper) readers, is the second of five questions—one on which everybody has a decided opinion. It is a vital question which many a woman has to answer.

These problems of real life, as vital today as they were thousands of years ago, have been made into a contest by the..... (newspaper) which for five days will reward those readers who submit the best replies.

State your conclusions simply. They may possibly be told in as few as 10 words. In no case should the reply contain more than 50 words. Don't try to be literary, for the only thing that will count with the judges in awarding the prizes, will be the logic in the reasons given.

Your answer may be the means of winning for yourself and your escort one of the best evenings in your movie experience—when you witness "Give Me Your Heart," the Cosmopolitan picture released by Warner Bros. which opens at the.....

Theatre on.....

"Give Me Your Heart," based on the successful stage play, "Sweet Aloes" is said to be one of the most movingly beautiful romances of recent years.

Miss Francis is supported in her greatest role, by George Brent, Roland Young, Patric Knowles, Henry Stephenson, Frieda Inescort and many other screen favorites. Archie L. Mayo directed.

The five questions of the contest are based on those Kay Francis has to solve in "Give Me Your Heart."

Send your answer to today's question to the "Give Me Your Heart" Contest Editor at the..... (newspaper) before..... o'clock tomorrow when the entry list for the day closes.

(2nd Day Contest)

BEST REPLIES WIN TICKETS



If you had a secret that involved the honor and happiness of innocent people in your life, and the man you love should ask you to marry him—should you tell him all and risk losing him or remain silent, marry him, and live in constant fear lest he discover your secret from others concerned?

"Give me your heart"

SPECIAL EXPLOITATION

NEWSPAPER CONTEST

(3rd Day Contest)

Answer This Question And Win Tickets To Theatre



If the father of the man you love should tell you that his son had an invalid wife whose heart would be broken by knowledge of your love—what would you do?

Here is a question that opens up many vistas of thought and feeling. At first glance the helplessness of the wife in the case would naturally call forth sympathy for her. But what about those other two—the man and woman who love each other? There are other phases to the problem offered as the third in a series of five by the (newspaper) in the form of a contest for Movie Fans.

The attitude of the man's father would also have a bearing on the question. Did he wish to help all parties concerned, guiding them from a pitfall which might ruin all three lives? Or did he come in a spirit of censure.

What should the woman say? The (newspaper) wants to know what its readers would advise in this and the other questions in this unique contest for Movie Fans and others interested in the truth, as nearly as it can be reached, in human relations.

Just write, in not more than 50 words, fewer if possible, what you would do if you were in the place of the woman in the illustration above. Don't try to write a long essay. Don't try to show a literary style, or to be high-sounding and erudite.

Just tell simply your answer, and the reasons for it. These are all that will count with the judges toward the award of the prizes which will go to the ten (newspaper) readers who win prizes in the contest.

Mail your answers to the "Give Me Your Heart" Contest Editor of the (news-

paper) before o'clock tomorrow when the lists for today will close.

The winners will each receive two guest tickets to the Theatre where the Cosmopolitan picture released by Warner Bros., "Give Me Your Heart" will open on , starring Kay Francis and featuring George Brent, Roland Young, Patric Knowles, Henry Stephenson and Frieda Inescourt.

"Give Me Your Heart" is a brilliant picturization of the stage play "Sweet Aloes" with scenes laid in rural England, Italy and in New York City. It deals tenderly and with deep human understanding with a problem which confronted a young woman and a mother — in the working out of her own future and that of her child.

The absorbing sequences of "Give Me Your Heart" will be all the more intriguing to you after you have given expression to your opinions on the questions asked in the five day contest. Get to work right now.

(4th Day Publicity)

Still Time to Win Tickets to Kay Francis Hit

Today the (newspaper) asks the fourth question in the five-day contest which is being run in connection with "Give Me Your Heart," the Cosmopolitan picture released by Warner Bros. which comes to the Theatre on.....

Today's question may be approached from many angles. The woman in the case, in order to get away from the heartbreak caused by being jilted by a certain man, takes a long trip during which she meets another man, whom she afterwards marries. What is her dismay to find that the man who cast her off is her husband's best pal and business associate, and that she will unavoidably be often thrown in his company!

What is the most reasonable course for her to follow in your opinion?

Write your answer in not more than 50 words and send it to the "Give Me Your Heart" Contest Editor of the (newspaper) before o'clock tomorrow.

The best ten answers will entitle their authors to two guest tickets each to see the latest and most brilliant starring vehicle for Kay Francis. Those who are featured in her support are George Brent, Roland Young, Patric Knowles, Henry Stephenson, Frieda Inescourt, Halliwell Hobbes, Helen Flint, Elspeth Dudgeon and Zeffie Tilbury. Archie L. Mayo directed.

The picture, which is based on the successful stage play "Sweet Aloes" is said to be one of the most moving and beautiful dramas of the year.

(Last Day Contest)

Last Chance To Win Free Strand Theatre Tickets



What would you do if you had to decide which of two roads of life you should follow — one means boredom and duty; the other excitement, glory, wealth. Yet the first also means the happiness of those who love you and the second can be trod only over broken hearts.

The question above is the one that had to be answered by Kay Francis in "Give Me Your Heart," the Cosmopolitan picture released by Warner Bros. which opens at the..... Theatre on.....

It was an extremely difficult one for her to decide since the future happiness of several people was bound up in her answer.

(4th Day Contest)

YOUR ANSWER MAY WIN PRIZE



Suppose that on a trip which you had taken to forget the man who had jilted you, you met and married another man—and later found that he was the pal and business partner of the former. What would you do?

What would you do if you were Kay Francis?

This is the last of a series of questions that have stirred up tremendous interest among both men and women readers of the (newspaper). Hundreds have already sent in answers to the questions that have been asked in the last four days.

Each day ten readers have won two tickets each to the Theatre to see how the questions are answered in "Give Me Your Heart." Here's the last chance to win two tickets.

Answer the question as briefly as possible, giving your reasons in not more than 50 words, and send it to the "Give Me Your Heart" Contest Editor of the (newspaper) before o'clock tomorrow, after which no replies will be considered.

Remember, only the answers and the reasons behind them will be considered. Ability as a writer, spelling or penmanship will not count. Simply give the best and most logical answer you can.

You will want to see "Give Me Your Heart," the brilliant picture in which Miss Francis is starred, supported by George Brent, Roland Young, Patric Knowles, Henry Stephenson, Frieda Inescourt, Helen Flint, Zeffie Tilbury, Halliwell Hobbes and Elspeth Dudgeon.

RULES OF CONTEST

1. All answers must be limited to 50 words.
2. Replies should be written on one side of the paper only.
3. The name and address of the contestant should be printed in the upper left hand corner of the page.
4. The decisions of the judges will be final, and the LEADER cannot enter into a discussion of them.
5. Awards will be given only on the strength of the suggestion or answer. No attention will be paid to handwriting, spelling or literary ability.
6. Winners will be announced in the LEADER as soon as the judges hand down their decisions.
7. Each day's contest is independent of the others.
8. All replies must be sent to the "Give Me Your Heart" Contest Editor of the LEADER before six o'clock of the day following the publication of each day's contest.

"Give me your heart"

WOMAN'S PAGE

Choose Black For Winter Gowns, Says Kay Francis

Star of "Give Me Your Heart" Tells How to Dress Better on Less Money

"Choose black as the basic color of your winter wardrobe," advises Kay Francis, lovely young star of "Give Me Your Heart," the new Cosmopolitan production released by Warner Bros. that opens at the Theatre on

Miss Francis is always included in lists of the world's best dressed women.

"Of course black is always smart—but this season, it's the leading shade by the greatest fashion margin we've had in years. Which means that it will be easier, as well as less expensive, to choose a complete wardrobe with black as the basic color, than it has been for some time.

"To begin with, your coat can be either black fur or black cloth. One of the three-quarter length tunic-type coats will be grand in either seal or Persian, or even in lapin if you must count your dollars carefully.

"Then, a black wool frock made on princess lines with perhaps a dash of color in the wide suede or kid belt, and matching gloves of the same bright shade.

"For dressier occasions—bridge parties, cocktails and the like, a silk crepe frock of black shot with metal threads will be your best bet, and such a frock can be worn for informal dining in town as well.

"And, remember, both of these frocks will look perfect under your black coat.

"Then, for evening, you can still choose black and a wise choice for this frock will be one of tunic inspiration, as it can be changed and altered at little expense.

"Perhaps you'll get a long metal sheath-like slip as the basis of your evening frock, and over it you can pose a black crepe tunic. Then, after you've worn it several times and want a bit of variety, you can get a bright colored tunic of the new Coronation red or blue and wear it over the same metal sheath.

"Of course if you've chosen a black cloth coat, you'll need an extra wrap for evening wear. But if your daytime coat has been one of the black fur variety, you'll find it perfect for evening as well.

"All in all, by basing your



BLACK IS THE MODE: Kay Francis, one of the world's best dressed women, advises the use of black as the basic wardrobe color.

Still No. KF 739—10c
(Not available as mat).

wardrobe on one color—and that color black—you'll be able to look well from dawn to midnight without putting too big a dent in the family budget!

Besides Miss Francis the cast includes George Brent, Roland Young, Patric Knowles, Henry Stephenson, Frieda Inescort, Helen Flint, Halliwell Hobbes, Zeffie Tilbury and Elspeth Dudgeon.

Changing Height of Heels Advised by Kay Francis

"Every shoe wardrobe should include shoes with heels of every height," says Kay Francis, lovely young star of "Give Me Your Heart," the new Cosmopolitan production which opens at the theatre on

"The reason for this is that the foot, to look and feel its best, should remain flexible. This means that it should become used to balancing the body when raised at any distance from the floor.

"Therefore, by wearing sports shoes with almost no heels at all, then spectator sports shoes with perhaps one or one-and-a-half inch heels, later in the day donning two or two-and-a-half inch Cuban heels and finishing your evening hours in delicate dancing sandals with high spike heels, you'll keep your foot geared to every height and the tiny bones and muscles will remain flexible. And your entire carriage will look as good as your feet feel!"

"Give Me Your Heart" is a thrilling drama of love and hate and sacrifice based on the play by Jay Mallory. Beside Young the cast includes Kay Francis, George Brent, Patric Knowles, Henry Stephenson, Frieda Inescort and Helen Flint.

It was directed by Archie L. Mayo from the screen play by Casey Robinson.

New Evening Coat Made of Metal Cloth, Quilted

Metal cloth, quilted all over in a narrow striped pattern, is used for the newest—and smartest—evening wrap of the season, and it's worn by no other than Kay Francis in her latest Cosmopolitan production, "Give Me Your Heart," which opens at the Theatre on as a Warner Bros. release.

Made on slim lines through the bodice, the coat has a grand flare from waist to hem, and the sleeves are full to the elbow, then caught into long narrow cuffs to the wrist.

There's a deep V-neckline and collar that does grand things for both the face and figure. It's a circular, wing-like collar that stands up from the shoulders, thus creating both breadth and a frame for the face. In fact, it's a coat that will be copied by many of the smartest women in town, once they've seen how simply grand Kay look in it!"

"Give Me Your Heart" is a dynamic drama of love and passion and sacrifice based on the play by Jay Mallory. Besides Miss Francis the cast includes George Brent, Roland Young, Patric Knowles, Henry Stephenson, Frieda Inescort and Helen Flint. The screen play is by Casey Robinson.

Kay Gives Clothes Distinctive Touch

The ability of Kay Francis to give distinction to clothes is again evident in "Give Me Your Heart," the Cosmopolitan production which comes to the Theatre on

The period of the picture is modern and clothes of today have a fascinating picturesqueness.

Kay's dark beauty lends itself to Orry-Kelly's genius and as the result she always is among the first to display his most original creations.

Wear Hair Sleek For The Winter, Says Noted Star

Beautiful Kay Francis Explains New Trend in Coiffures This Season



HERE'S THE NEWEST COIFFURE: Sleek hair for winter wear is the example set by Kay Francis, beautiful star of "Give Me Your Heart," who says the fashion in hair dressing has changed this season.

Still No. KF 726—10c (Not available as mat).

"Brush your hair up off your neck and away from your face for autumn," advises glamorous Kay Francis, star of "Give Me Your Heart," the new Cosmopolitan production released by Warner Bros. which opens at the Theatre on

"For the past few years, the mode has been one of soft, loose waves and curls clustered behind the ears and on the neck," she explained. "But now the pendulum has swung to the new mode in fashions. And to bring out to best advantage the formality and splendor of the elaborate clothes decreed for fall and winter, hair must be sleek and shining and extremely well-groomed.

"Just as it's no longer smart to wear casual sports clothes from morn 'til night, so has the coiffure mode changed and with the new more formal clothes for daytime as well as evening, new hair-dresses are in order.

"In other words, coiffures must be as elegant as the clothes they will top and the hats with which they will be worn!"

To prove her belief in this smarter, sleeker type of coiffure, Miss Francis has adopted a new hairdress as fresh as tomorrow's newspaper. It's perfect for her dark hair and straight, clear-cut features—but it could also be worn successfully by women of almost every type. Here is how she does it!

First, the hair is parted in the middle and brushed back on each side along the natural hairline. Then, the hair is parted down on each side behind the ears, from the center-part to the neck.

Next, each of these front sections is curled from the ends inward in a sleek roll which extends from the top of the head to the tip of the ear.

In back, the hair is brushed smoothly downward to the neck and the ends are curled in one roll close to the head.

Not only does this coiffure look well under the pert and dashing hats of the season, but

FOR THE WOMEN'S PAGE

Special stories on styles tell the fans just what Kay Francis, one of the screen's most beautiful women is planning for her wardrobe. It's advance dope on what everyone will be wearing next year. Illustrated with specially posed stills, that are not available at mats.

Order from
CAMPAIGN PLAN EDITOR

Warner Bros. Pictures
321 West 44th Street
New York City

it's perfect for evening as well. For a bit of extra, added elegance, Miss Francis declares that on special occasions, she fastens flowers on each side just behind the becoming roll.

"Give Me Your Heart" is based on the stage hit by Jay Mallory. It presents Kay as a sophisticated, ultra-modern young English woman in an equally modern romantic situation. Two handsome leading men, George Brent and Patric Knowles, play opposite her. Roland Young, Henry Stephenson, Frieda Inescort, Helen Flint and other talented players are in the cast. The screen play is by Casey Robinson.

Orry-Kelly Sees Persian Influence in New Styles

Skirts are going up.

Waistlines—like an elevator—are going both up and down.

Hats are getting flatter—or higher—but never in-between.

And the biggest fashion news of all, for the coming season, is that the next style influence will be—Persian!

That's the summary of the coming mode as seen by Orry-

Kelly, Warner Bros.' designer who created the large wardrobe of advanced modes for Kay Francis to wear in her forthcoming picture, "Give Me Your Heart," the Cosmopolitan production coming to the theatre on

"I believe that the most outstanding development in the fall trend will be the Persian influence," says Orry-Kelly. "I heartily approve of it because it is a logical follow-up of the draped, Grecian mode I have always liked so much. And therefore I have designed a number of Miss Francis' gowns along this line.

"Taking the place of gardenias and other ornaments in the hair, we shall have a whole array of little Oriental combs for evening wear. Women will often wear as

many as four or five of them at a time," he added.

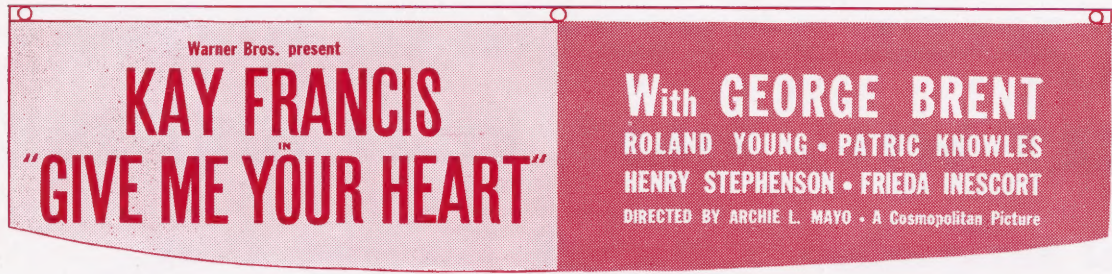
Jewelry also will take a forward leap in importance, according to Orry-Kelly.

"The Oriental mode seems to call for a greater display of exquisite jewels," he says. "We will probably be seeing fine rubies, emeralds and star sapphires suspended on the forehead, in the Hindu manner.

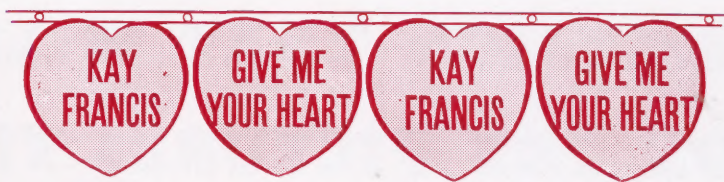
"Lots of bracelets will be worn on the arms. Button ear-rings will be found perfect with the turbans, which cover all or most of the hair, but leave the ear-lobes uncovered. In fact, all sorts of real and costume jewelry, Japanese, Chinese, Persian in flavor, will come into greater prominence."

BANNERS AND NOVELTIES

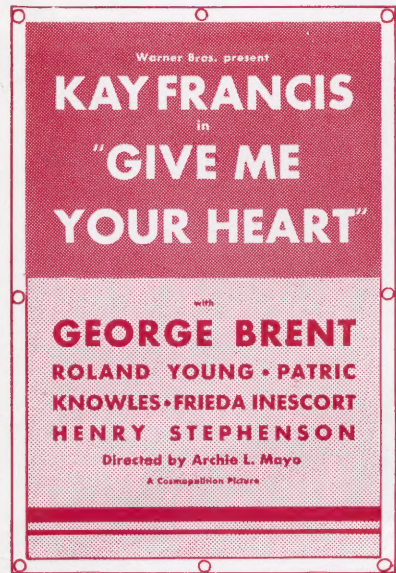
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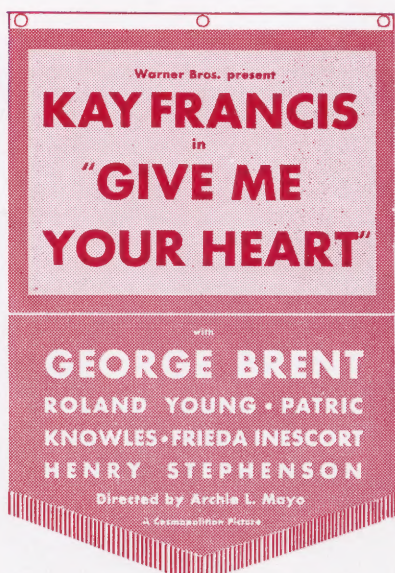
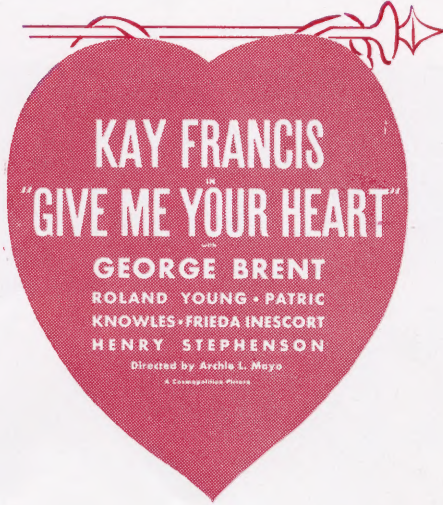
PENNANTS are handy for under marquee, on street floats and for advance lobby decoration. Letters are sewed on. Four in the set as illustrated—Specially priced at \$4 per set.



WALL BANNER is made of sun-fast, weather-proof material. Comes in two sizes: 9' x 12'—\$12.50; 9' x 15'—\$15.



FLAGS come in two styles. One is regular flag while the other is made in the form of a heart. Both are made of weather-resisting material. Prices: lettering on one side—\$15; on both sides—\$25.



BURGEE comes in two sizes: 20" x 30"—50c; 24" x 36"—75c.

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RESULT



HANGER



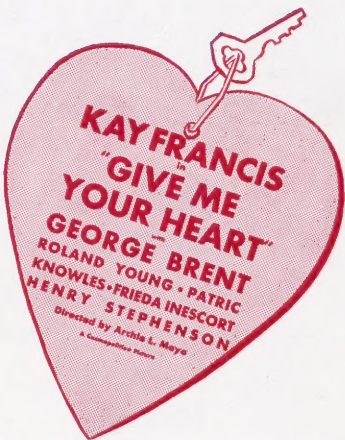
Printed in colored ink on heavy cardboard. Prices are: \$6.00 per M; 5M—\$5.50 per M; 10M—\$5 per M.

NAPKIN



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KEY STUNT



Printed in colored ink on heavy stock, this heart with key attached can be used to great advantage in a TREASURE HUNT contest. If the attached key unlocks the large compo-board heart located in your lobby, the holder is awarded guest tickets. This gag can be worked in a number of ways. Heart measures 4" x 4 1/2" and there are 1000 different keys to a set. 10 keys out of every 1000 are master keys and will open the lock. Master keys are packed separately for your convenience. Prices, including lock and theatre imprint are: 500—\$7.50; 1M—\$12.50; 3M—\$12.00 per M; 5M—\$11.50 per M.

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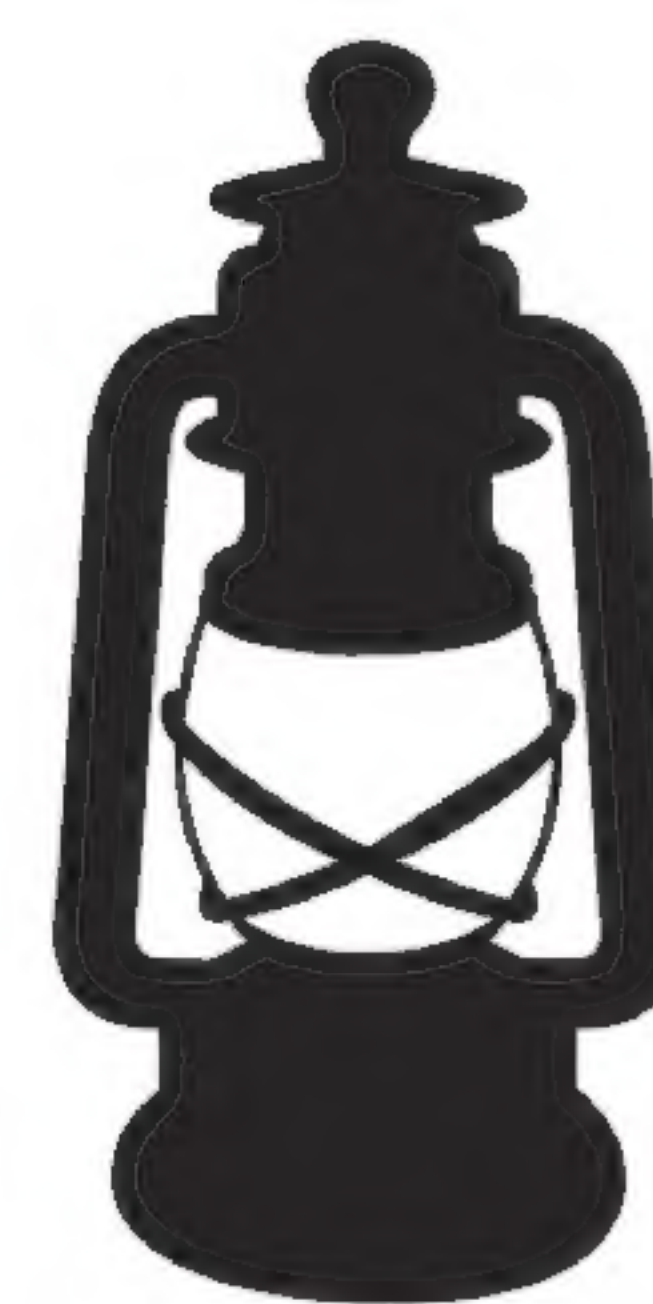


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